Methodology Report for the ANES 2020 Time Series Study

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Any opinions, findings, conclusions, or recommendations expressed in this report are those of the authors and do not necessarily reflect the views of the National Science Foundation, Stanford University, the University of Michigan, Westat, Inc., or other individuals who worked on the study. Sections of this report reprint parts of previous documentation of the American National Election Studies without explicit attribution.

The study was designed, and data collection supervised, by the ANES Principal Investigators (PIs) and staff, who received design input from the ANES advisory board and user community.

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Westat, Inc., performed the data collection under contracts with the University of Michigan and Stanford University. Westat developed the sampling plan and collaborated with ANES personnel on other aspects of the study’s technical design. Lead personnel on the project at Westat were Michelle Amsbary, Mike Brick, Shelley Brock, Rick Dulaney, and Brad Edwards. Marketing Systems Group provided the sampling frame.

The members of the ANES advisory board contributing to the Time Series study were John Aldrich (chair; Duke University), Lonna Atkeson (University of New Mexico), James Druckman (Northwestern University), Benjamin Highton (UC Davis), Leonie Huddy (Stony Brook University), Jennifer Jerit (Dartmouth College), Samara Klar (University of Arizona), Jennifer Merolla (UC Riverside), Diana Mutz (University of Pennsylvania), Efrén Pérez (UCLA), Jaime Settle (College of William & Mary), Stuart Soroka (University of Michigan), Laura Stoker (UC Berkeley), Joshua Tucker (New York University), Ismail White (Duke University), and Janelle Wong (University of Maryland).
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1. Introduction and Overview

This report describes the data collection methods for the ANES 2020 Time Series Study.

The ANES 2020 Time Series Study is a continuation of a series of studies conducted since 1948 to enable analysis of public opinion and voting behavior in U.S. presidential elections. The 2020 study consisted of an interview during the weeks before the November 3, 2020 general election (the “pre-election interview”) and, in most cases, a second interview with the same respondent during the weeks after the election (the “post-election interview”).

This year’s study used a mixed-mode design with self-administered online questionnaires (n=7,782), telephone interviews (n=139), and two-way video interviews conducted on the Internet (n=359), with a total pre-election sample size of 8,280. The study featured re-interviews with respondents to the ANES 2016 Time Series Study and with respondents to the 2020 General Social Survey, as well as fresh sample. As described later in this report, due to the COVID-19 pandemic, traditional face-to-face interviewing was not done in this study. Respondents typically spent over an hour answering hundreds of questions on many topics before the 2020 general election and most completed a similarly lengthy questionnaire after the election.

Name of the Study

The name of the study is the ANES 2020 Time Series Study.

For decades the ANES project was called the “National Election Study” or NES. To avoid confusion with the many other national election studies in other countries, it has been called the American National Election Studies or ANES since 2005.

Studies in the ANES Time Series were traditionally labeled solely by year, for example, "the 1980 ANES" (or, "the 1980 American National Election Study"). However, this convention invited confusion, since ANES as an organization conducts studies other than Time Series studies, often during the same years as studies from the Time Series. Beginning with the 2008 study, the Time Series naming convention for data releases specifically includes the label “Time Series" – in this case, the "ANES 2020 Time Series Study" (rather than “the 2020 ANES").

ANES 2020 Time Series Study features at a glance

Title: ANES 2020 Time Series Study

Purpose: To enable analysts to describe the American electorate and to test hypotheses about voting behavior and public opinion concerning the 2020 general election for president, and to continue the measurement of trends over time from past ANES studies.

Design & modes: The study is a two-wave panel design with pre-election and post-election interviews. It has 5 sample categories as follows:
1. Re-interviews of 2020 General Social Survey participants, in the post-election stage only, who were recruited by mail (including email) and completed self-administered web questionnaires.
2. Re-interviews of ANES 2016 Time Series Study participants, who were recruited by mail and completed self-administered web questionnaires.
3. Fresh sample using address-based sampling (ABS) from the 50 states and DC, in three groups recruited by mail (including email):
   (a) self-administered web questionnaires
   (b) sequential mixed-mode using web questionnaires or telephone interviews
   (c) sequential mixed-mode using video interviews, web questionnaires, or telephone interviews.

Population: U.S. citizens age 18 or older living in the 50 states or DC.

Sampling frames: The sampling frame for the fresh cross-sectional sample was the US Postal Service Computerized Delivery Sequence File, provided by Marketing Systems Group. Sample also includes panel cases from the ANES 2016 Time Series Study and the 2020 General Social Survey.


Interviews (n): 8,280 pre-election interviews (of whom 7,453 also completed post-election re-interviews) (plus 1,164 post-election-only interviews with GSS participants).

Incentives paid: ANES sample respondents received a $10 prepaid incentive and were subsequently given $40, $100, or $200 per interview (for total payments of $50 to $410 per respondent). GSS participants received $5 prepaid and $25 or $50 postpaid.

Languages: English and Spanish

Response rate: 36.7 percent overall (AAPOR RR 1, the minimum rate) for the fresh sample.

Re-interview rate: On the post-election interview, the re-interview rate was 90.0 percent overall.

Interview length: The questionnaires were designed to be administered in a median of 70 minutes pre-election and 70 minutes post-election. Observed median times were 71 minutes pre-election and 78 minutes post-election.

Weights: Weights are provided and are required for valid inferences about the population.

Design effects: For the pre-election study, average design effect (all sample groups combined) was 1.85. For the post-election study, average design effect was 2.13.

Data collection: Westat, Inc.

Data: Data are available free of charge from the ANES website, www.electionstudies.org. A few variables have access limited to researchers who complete a human subjects research protocol and “Restricted Data Access” procedures; see the ANES website for more information about Restricted Data Access.
2. Sample Design

Covid-19 pandemic and redesign of the study

The original plan for the study included the traditional face-to-face interviewing that has been a fixture of every ANES Time Series study since its inception in 1948 through 2016. In March, 2020, when the Covid-19 pandemic began causing substantial disruption throughout the United States, we began developing a contingency plan to redesign the study in case face-to-face interviewing proved impossible in the autumn. In making the decision to replace the face-to-face component of the study design for 2020 we consulted with our Board of advisors, outside experts, and the National Science Foundation. Several factors, including orders from public health officials, potential resistance of the general public to in-person interviews, concerns for the health and safety of our study participants and staff, and the amount of time required to prepare for face-to-face data collection or to cost-effectively cancel such an operation and replace it with a reasonable alternative, made it clear by May that in-person interviews could not be done in 2020. At that time the ANES investigators committed to the implementation of data collection methods that would remain viable during the pandemic.

To replace in-person interviews and to collect data using the next-best alternative that could be implemented within the required timeframe and operating budget, we designed the study to rely primarily on the Internet as the mode of data collection, with additional limited interviewing by telephone and over two-way live video.

Sample design overview

Sample came from three sources: participants in the 2020 General Social Survey (GSS), participants in the ANES 2016 Time Series Study, and fresh sample. GSS and 2016 ANES respondents were exclusively interviewed using online questionnaires, while the fresh sample cases were randomly assigned to web-only data collection, sequential mixed mode data collection with web and telephone, or mixed mode with video, web, or telephone. The fresh sample was an address-based sample (ABS). All sample groups were probability samples representative of the adult U.S. citizen population. Fresh sample was selected in two stages, first selecting households and then selecting one eligible individual in each household.

Populations

The main population of interest for the study was citizens of the United States age 18 and older who lived in the 50 states or District of Columbia at the time of the survey.

In addition, the panel component of the sample (i.e., the ANES 2016 Time Series Study re-interview cases) can be used to analyze the population of the citizens of the United States who were age 18 and older who lived in the 50 states or DC at the time of the 2016 pre-election survey. That is, the panel can be used to analyze the 2016 population.

GSS Sample

The GSS sample component consisted of 1,734 respondents to the GSS panel survey in 2020, provided by NORC at the University of Chicago for ANES to interview. Details regarding the GSS sampling frame, response rates, and interviewing methods are provided in the GSS documentation. GSS data collection was delayed as a result of the Covid-19 pandemic, and this prevented pre-election ANES interviews from
being conducted with GSS participants; GSS cases were only fielded for the post-election ANES survey, resulting in 1,164 completed post-election surveys. The number 1,164 includes 1,099 fully complete interviews and 65 “sufficient partial” interviews that are considered complete.

Data for the GSS cases are part of a separate release, the ANES-GSS 2020 Joint Study.

ANES 2016 Time Series Panel Sample: “Reinterview”

Participants in the ANES 2016 Time Series Study were selected for the 2020 study if they completed both the pre-election and post-election ANES questionnaires in 2016. The 2016 study was in turn comprised of two independent samples, one for the face-to-face component of the 2016 study and one for the Internet component of the 2016 study. In brief, both were address-based probability samples; the sample for the Internet component of the study was a simple random sample of addresses where the US Postal Service delivered mail in the 50 United States or District of Columbia, excluding drop point addresses, while the face-to-face component was a clustered sample of addresses, including drop point addresses, but excluding Alaska and Hawaii. Details of these samples are provided in the Methodology Report for the ANES 2016 Time Series Study.

The sample consisted of the 1,058 post-election cases from the face-to-face sample and the 2,588 post-election cases from the Internet sample.

Fresh Sample

Sampling Frame

The sampling frame – that is, the list from which we drew the sample – was the list of residential addresses to which the United States Postal Service delivered mail in the 50 states and District of Columbia. This list is called the USPS Computerized Delivery Sequence File (CDSF or DSF). The vendor Marketing Systems Group (MSG) maintains the USPS CDSF and provides monthly updates. The July 2020 frame provided by MSG was used to select the sample. It was not de-duplicated against the address sample selected for the 2016 study; technically there existed the possibility of a 2016 sample member also being selected for the 2020 sample, but this probability was very low and it did not occur.

Sample Size and Coverage

Most of the U.S. population lives at an address where the postal service delivers mail, so most of the population of interest for the study was “covered” by the frame, meaning that most of the population had a chance to be included in the study. Addresses labeled on the frame as seasonal, non-residential (such as educational and business addresses), or addresses for future development were excluded, and there were 16,920 addresses initially selected from the MSG sampling frame using simple random sampling without replacement. After excluding 47 drop point addresses (see below), 528 addresses were set aside as a reserve sample (which was not used) and 16,345 addresses were fielded for the study’s fresh sample.

A “drop point” or “drop stop” address is an address associated with more than one dwelling unit where the same mail box or receptacle is used by more than one dwelling unit, and the dwelling units are not differentiated in the address. For example, a building divided into several apartments might receive mail
for all of these apartments through one slot in the building’s front door, with no apartment designation in the address, and residents would take their mail from this common receptacle.

The frame included drop point addresses with two, three, or four units, but excluded such addresses with more than four units. The units at drop point addresses with two units were randomly assigned to a label of “Unit 1” or “Unit 2.” The units at drop point addresses with three units were randomly assigned to a label of “LOWR,” “UPPR,” or “MAIN,” in keeping with UPSS conventions for differentiating such units. Units at drop point addresses with four units were randomly assigned to a label of “Unit 1,” “Unit 2,” “Unit 3,” or “Unit4.” Addresses with more than four units were excluded from selection because individual dwelling units cannot be reliably differentiated for such addresses. This means we could not practically use probability selection methods to select respondents at such addresses. Excluding drop point addresses is a source of bias in the sample design. Drop points of all sizes recently accounted for 2.9 percent of residential addresses nationwide. They are likely to be urban. Our review of mailing list data indicated that they are about 20 percent of housing units in New York City, 15 percent in Chicago, and 10 percent in Boston. Drop point units tend to be substandard rental housing units and are more likely to be occupied by people with lower incomes and members of minority groups. Based on these characteristics, the exclusion of drop point addresses in a survey sample is likely to contribute to coverage bias.

Person selection

During data collection, eligible household members were identified using a screening instrument and one eligible adult, defined as a citizen age 18 or older and residing at the sampled address, was randomly selected with equal probability to complete the survey.

Random mode assignment

After selecting the sample addresses, and before any data collection efforts commenced, addresses were randomly assigned to one of three treatment groups, as follows.

- **Group 3A, web-only:** this group followed a field protocol closely matching the protocol used for the ANES internet sample in 2016. There were 6,648 addresses assigned to this group.
- **Group 3B, mixed-web:** this group used sequential mixed mode in two phases. Initial invitations were to a web questionnaire, and non-responding addresses were invited to a telephone interview during the last phase of the pre-election field period.
- **Group 3C, mixed video:** this group used sequential mixed mode starting with an attempt to complete a two-way video interview, followed by a web questionnaire or telephone interview after initial nonresponse. Invitations were identical to those in group 3B until a person was selected.

Further details of the invitation protocols for these three sample groups are given later in this report.

Sample replicate releases

Sample group 3A (web-only) was randomly assigned to one of two replicates. The first replicate of 2,644 cases was released at the beginning of field work, on August 10, 2020, and the second replicate of 4,004 cases was held until release between September 2 and September 8, 2020. The other sample groups (except GSS, which did not complete the pre-election interviews) started on August 10.
3. Interviewer Recruitment and Training

Interviews were conducted by telephone and over two-way video calls. Video interviewing commenced with the beginning of data collection, while the telephone was used as a mode of last resort and telephone interviews did not begin until late in data collection. Telephone interviewers were a subset of the group of interviewers who conducted the video interviews.

Video Interviewer Recruitment

Video interviewers were recruited from Westat’s established pool of working telephone interviewers. These interviewers were already experienced in administering survey questionnaires and were already equipped to work from home, which was a good fit for the socially distanced working conditions necessitated by the Covid-19 pandemic.

Using metrics on interview length and the projected number of interviews to be completed across the pre-interview video data collection period, taking into account the varied distribution of demand across certain days and weeks, as well as interviewer attrition, it was estimated that the ideal target number of interviewers to hire and train was approximately 40.

Interviewer recruitment was conducted by experienced telephone interviewing team leaders, and was supervised by the video interviewing manager. A description of the ANES study and the video interviewing task was distributed to the staff to determine a pool of interviewers who were interested in potentially working on the study. Because telephone interviewers are used to being heard but not seen by respondents, it was expected that not all interviewers would be comfortable conducting an interview on video where they would be seen by respondents and required to interact with them in ways perhaps more similar to that of an in-person interviewer than of a telephone interviewer.

From the pool of interviewers who expressed interest in the study, the recruiters identified and confirmed 44 who were suitable for the ANES video interviewer role and invited to training, knowing that attrition would likely occur during or immediately after training.

Training Video Interviewers

ANES project staff and experienced telephone interview training developers designed a comprehensive remote training package that was delivered to trainees in a variety of distance learning modes. The training covered both ANES content and the logistical aspects of conducting video interviews using Zoom and Westat’s video interviewing system.

The first training, conducted with several groups of trainees and in stages from August 15-25, 2020, covered procedures and protocols related to the administration of the pre-election survey only. A separate training, focused on different and new elements of the post-election survey administration, was conducted prior to the start of the post-election phase.

Of the 44 interviewers originally selected for ANES video interviewing, 40 began the training, and 29 successfully completed the training requirements.

The pre-election phase training program consisted of a mix of interactive group trainer-led sessions held via the Webex video conferencing platform, self-paced modules delivered via Westat’s Learning
Management System (LMS), and role plays where interviewers were paired with another trainee or a trainer to practice interacting with respondents and conducting mock interviews using Zoom and Westat’s video interviewing system.

The training was designed with three primary goals:

- Provide background information about the study so that interviewers can represent the study accurately and professionally to respondents;
- Review the survey instrument so that interviewers understand the survey content and can administer the survey with confidence to effectively collect high-quality data; and
- Practice interactions with respondents so that interviewers effectively gain respondent cooperation and maintain respondent engagement.

Table 3-1 provides a descriptive version of the training agenda. The interviewer guidelines, probing techniques, FAQs, and quiz referenced in Session 1 of the training agenda are provided in Appendix A.

Prior to the launch of the post-election phase, interviewers received training on the changes to the survey instrument for post-election interviewing. Because the post-election questionnaire was very similar in format and content to the pre-election questionnaire, the interviewing conventions and protocols remained the same. The post-election training consisted of a detailed memo that provided an overview of the new types of questions in the instrument and new Participant Booklet pages. After reading the memo, Telephone Research Center (TRC) supervisors followed-up with the interviewers to answer questions and offer clarifications as needed.

As needs arose throughout both the pre- and post-data collection periods, additional training was provided to interviewers. Topics requiring additional instruction included troubleshooting respondent problems using Zoom, logging in to the interview, pronunciation of the names of political figures mentioned in the interview, navigating the simultaneous use of multiple tasks and screens, including the Blaise instrument, the Zoom video screen, and the video interviewing system, and responding to participant questions about the study and specific questionnaire items.

In mid-September, interviewers and supervisors were mailed a Certificate of Recognition, customized with each person’s name, as a token of appreciation for their hard work and to help motivate them to keep up their production throughout the remainder of the data collection period. See Appendix B for an example certificate.
Table 3-1. Interviewer training agenda

<table>
<thead>
<tr>
<th>Mode</th>
<th>Session</th>
<th>Length</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self-paced</td>
<td>1</td>
<td>4 hours</td>
<td>Study Welcome/Introduction, FAQs, Mailing Materials (Project Specific Letters and questionnaire) and schedule, Zoom Basics Guide, Interactive 1 – Interviewing System Basics, Interviewing System Basics Handout, Interactive 2 – Participant Assistance, Pre-Typed Chat Messages, Technical Troubleshooting, Interviewer Guidelines, Probing Techniques, Problem Sheet Instructions, Gaining Cooperation, Distress Protocol, PII Training, Quiz</td>
</tr>
<tr>
<td>Via LMS</td>
<td></td>
<td></td>
<td>MUST BE COMPLETED BEFORE WEBEX TRAINING</td>
</tr>
<tr>
<td>Zoom (live training)</td>
<td>2</td>
<td>4 hours</td>
<td>Welcome/Questions from Self-paced, Zoom/M3 recaps, Interactive 1, Distress Protocol, Review Role Play instructions, Q &amp; A Session</td>
</tr>
<tr>
<td>Role Plays</td>
<td>3</td>
<td>4 hours</td>
<td>Zoom Welcome – 30 min, DC 1 – Practice Calls – 30 min, DC 2 – Practice Calls – 30 min, Zoom recap with trainers/break – 15 min, RP1 – 60 min, RP2 – 60 min, Zoom Recap – 15 min</td>
</tr>
</tbody>
</table>

Telephone Interviewer Recruitment and Training

Twenty-two of the 29 ANES video interviewers served as inbound telephone interviewers. Thus training focused on the aspects of telephone interviewing that were new and different from the video interviewing. This included:

- Logging into the TRC telephony system and waiting for inbound respondent calls;
- Answering calls and obtaining the respondent’s PIN and address to identify the correct case;
- Locating the case in M3 and launching the instrument; and
- Administering the screener questions (screener questions were self-administered online for video interviews so the interviewers were not familiar with the screener).
Interviewers were also trained to return voicemail messages left by respondents who called the ANES telephone number after hours. These were the only outbound calls that interviewers made during the telephone interviewing effort.

As part of the ANES quality assurance plan, TRC supervisors monitored interviewers on each shift to assure interviews were completed according to the ANES protocol.
4. **QUESTIONNAIRE DEVELOPMENT**

**Objectives**

Two of the main purposes of the ANES Time Series are to collect data that allow scholars to describe and explain voting behavior in the current election and to monitor trends over time. Asking timely questions about current elections requires innovations, while continuing the long-running time series to monitor trends requires some continuity in instrumentation. To meet these objectives the questionnaire repeated many questions that have been asked on prior ANES surveys and incorporated many new questions as well.

Innovation in ANES questionnaire development is led by the PIs with support from the ANES board, staff, and broader scholarly community. The ANES has been built over many decades by input from a broad base of support in the scholarly community, and the PIs have sought to enhance that participation by soliciting suggestions and ideas from the user community as a major source of innovation in developing questionnaires.

Questionnaire content was selected by the PIs based on written proposals submitted to ANES by members of the scholarly community and based on input from the ANES advisory board and staff.

**Community Participation**

For many years the ANES has formally sought to include all interested members of the scholarly community in the process of developing new questions for the ANES interviews. Since an “Online Commons” was developed for the ANES 2006 Pilot Study, the ANES has regularly relied on written proposals and suggestions for most major studies, including all Time Series studies since 2008. Collectively, hundreds of scholars have proposed thousands of questions for the ANES.

ANES conducts pilot studies from time to time to test new questions prior to their inclusion on Time Series studies. ANES conducted three studies for this developmental purpose for the 2020 Time Series: the ANES 2018 Pilot Study, the ANES 2019 Pilot Study, and the ANES 2020 Exploratory Testing Survey.

ANES received at least 49 submissions for the current study or these pilot studies, containing suggestions for more than 450 new questions. The study’s PIs reviewed all suggestions and the ANES Board provided additional review. Many of the proposals resulted in questions being asked on ANES surveys in the 2020 election cycle. This included new or revised questions on values, emotions, foreign policy preferences, climate change, social media usage, physical and mental health, disability status, election integrity, partisan hostility, split ticket voting, perceptions of the news media, transgender contact and policy preferences, political correctness, ethnic identity, and household characteristics.

Proposals were reviewed by ANES Board members and PIs using several criteria, as follows.

1. **Problem-Relevant.**
   Are the theoretical motivations, proposed concepts and survey items relevant to ongoing controversies among researchers? How will the data that the proposers expect to observe advance the debate? What specific analyses of the data will be performed? What might these analyses reveal? How would these findings be relevant to specific questions or controversies?
2. **Suitability to ANES.**
The primary mission of the ANES is to advance our understanding of voter choice and electoral participation. *Ceteris paribus*, concepts and instrumentation that are relevant to our understanding of these phenomena will be considered more favorably than items tapping other facets of politics, public opinion, American culture or society.

3. **Building on Solid Theoretical Footing.**
Does the proposed instrumentation follow from a plausible theory of political behavior?

4. **Demonstrated Validity and Reliability of Proposed Items.**
Proposed items should be accompanied by evidence demonstrating their validity and reliability. Validity has various facets: e.g., construct validity, concurrent validity, discriminant validity and predictive validity. Any assessment of predictive validity should keep in mind criterion 2, above. Reliability can be demonstrated in various ways; one example is test-retest reliability. We understand that many proposals will include novel concepts and/or instrumentation and may lack empirical evidence demonstrating validity and/or reliability.

5. **Breadth of Relevance and Generalizability.**
Will the research that results from the proposed instrumentation be useful to many scholars, or only a few? *Ceteris paribus*, items that are potentially relevant for a wide range of analyses will be considered more favorably than items that would seem to have less applicability.

6. **Comment Specifically on Instrumentation.**
Is the proposed instrumentation consistent with good surveying technique, and does it effectively capture the concepts proposed by the investigator? Might alternative wording, response options etc., make the proposed items more viable for testing and inclusion?

**Continuity and Innovation**

The questionnaires consisted of approximately 785 questions, not counting the CSES battery. Approximately 60% of the questions were repeated from prior ANES Time Series questionnaires without alteration, while 35% were new and 4% were revised versions of previously asked questions. The number and percentage of questions originating in each study or decade is given in Table 4-1.

<table>
<thead>
<tr>
<th>Origin</th>
<th>ANES</th>
<th>ANES &amp; CSES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>1950s</td>
<td>76</td>
<td>9.7%</td>
</tr>
<tr>
<td>1960s</td>
<td>28</td>
<td>3.6%</td>
</tr>
<tr>
<td>1970s</td>
<td>61</td>
<td>7.8%</td>
</tr>
<tr>
<td>1980s</td>
<td>70</td>
<td>8.9%</td>
</tr>
<tr>
<td>1990s</td>
<td>54</td>
<td>6.9%</td>
</tr>
<tr>
<td>2000s</td>
<td>29</td>
<td>3.7%</td>
</tr>
<tr>
<td>2012</td>
<td>89</td>
<td>11.3%</td>
</tr>
<tr>
<td>2016</td>
<td>66</td>
<td>8.4%</td>
</tr>
<tr>
<td>2020 (new)</td>
<td>277</td>
<td>35.3%</td>
</tr>
<tr>
<td>2020 (revised)</td>
<td>35</td>
<td>4.5%</td>
</tr>
<tr>
<td>Total</td>
<td>785</td>
<td>100%</td>
</tr>
</tbody>
</table>
New questions in 2020 addressed issues including President Trump’s first impeachment, Covid-19, and protests and civil unrest. New items also addressed many other topics; for details about new content in 2020, see the New and Changed Questions in 2020 section (p. 18).

New questions that lacked extensive prior evidence of their validity were, whenever possible, pre-tested. Pilot studies were conducted in 2018, 2019, and early 2020 for the purpose of testing such questions for possible inclusion in the ANES 2020 Time Series Study. Pilot studies addressed topics including presidential impeachment, the Covid-19 pandemic, electoral integrity, democratic norms, harassment and discrimination, racial identity, voter turnout, and many policy topics including immigration, health care, taxes, tariffs and trade, opioid drugs, and gun control.

Content Overview

Time Series questionnaires cover a broad range of topics. The approximate percentage of the 2020 questionnaire devoted to each concept is shown below:

- 10% Voting behavior
- 7% Candidate evaluations
- 3% Party evaluations
- 12% Evaluations of government and politics
- 13% Demographics
- 7% Personal experience and outlook
- 9% Political engagement
- 4% Predispositions (traits, values, etc.)
- 13% Group identities and attitudes
- 19% Political issues
- 3% Other

Modules and Sections in 2020

The questionnaire was organized in modules. A module is a major portion of a questionnaire that coheres on one or more dimensions of format, mode, or subject matter. The modules were further divided into sections and questions.

Modular design is intended to make questionnaire development and programming more efficient and to improve the comparability of data over time by allowing for large parts of the questionnaire to be reused from one cycle to another with very little change. The modules and their component sections for the 2020 pre-election study were as shown in Exhibit 4-1. The all-caps section names in parentheses are those used in the questionnaire documentation as the first component of the item name. Post-election modules and sections are shown in Exhibit 4-2.
Exhibit 4-1. Pre-election questionnaire modules and sections: ANES 2020 Time Series Study

- **Pre-election start**
  - Survey start (START)
  - R has booklet (BOOKLET)
  - Survey consent (CONSENT)
  - Self-reported sex (GEND)

- **Engagement**
  - Interest in campaigns (CAMPINT)

- **Pre vote**
  - Pre-election voting module (PREVOTE)
  - Likely to vote (LIKELY)
  - Voting in prior election (RETROVOTE)

- **Attitudes & Candidates**
  - Candidate likes & dislikes (CANDLIK)
  - Emotions (EMOTION)
  - Congress approval (CONGAPP)
  - Presidential approval (PRESAPP)
  - Covid policy (COVIDAPP)
  - Feeling therm. (THERMPRE)
  - Party likes-dislikes (PTYLIK)
  - Liberal-cons place’t (LIBCPR)
  - Candidate traits (CTRAIT)
  - Election expectations to win (PRESWIN)

- **Government & Parties**
  - Divided government (DIVGOV)
  - Party ID (PTYID)
  - Trust in government (TRUSTGOV)
  - Social trust (TRUST)
  - Elections make gov’t responsive (RESPONS)
  - Party performance (PTYPERF)

- **Issues 1** (longer time series)
  - Services & spending (SPSRVPR)
  - Defense spending (DEFSPPR)
  - Health insurance (INSPRE)
  - Jobs/standard of living (GUARPR)
  - Aid to Blacks (AIDBPR)
  - Enviro-business tradeoff (ENVBUS)
  - Federal spending (FEDSPEND)
  - Economic performance (ECON)
  - Abortion (ABPORTPRE)
  - Death penalty (PENALTY)
  - US position in world (USWORLD)

- **Issues 2** (timely)
  - Election integrity (ELECTINTPRE)
  - Democratic norms (DEMNORMS)
  - Compromise (COMPROMISE)
  - Trump issues (TRUMPIMPEACH)
  - Covid-19 response (COVPOLICY)
  - Inequality (INEQ)
  - Climate change (ENVIR)
  - Parental leave (GENDPOL)
  - Services to same-sex couples (RELIGEXEMP)
  - Transgender policy (TRANSPOLICY)
  - Gay rights (GAYRT)
  - Immigration (IMMIG)
  - Speaking English (SPEAKENG)
  - Russia interference (RUSSIAINT)
  - Unrest (PROTEST)

- **Religion**
  - Religion (RELIG)

- **Demographics (main)**
  - Main demographics (DEM)

- **Demographics (extended)**
  - Demographics 2 (DEM2)
  - Demographics 3 (DEM3)
  - Economic peril (ECPERIL)

- **CASIV**
  - Sexual orientation (ORIENTN)
  - Political violence (POLVIOL)
  - Wealth (WEALTH)
  - Family income (INC)
  - Mental health (MENTALHLTH)
  - Health (HLTH)
  - Pol. correctness (POLCORRECT)
  - Gun ownership (OWNGUN)
  - Media sources (MEDSRC)
  - Gender resentment (GENDRES)
  - Political knowledge (PREKNOW)
  - Interview ratings (IW)
  - Life satisfaction (HAPP)
Exhibit 4-2. Post-election questionnaire modules and sections

- **Post-election start**
  - Start (STARTPO)
  - Booklet (BOOKLETPO)
  - Intro (POSTWEB)
  - Consent (CONSENTPO)

- **Engagement, post**
  - Mobilization (MOBILPO)
  - Discussion (DISCUSS)
  - Involvement (INVOLV)
  - Buycott/boycott (BUYCOTT)

- **Post vote**
  - Voting (POSTVOTE)
  - Non-registered (NONREG)
  - Vote experience (VOTEEXP)

- **Evaluations**
  - Office recall/knowl. (OFREC)
  - Feeling therm. (THERMPO)
  - Group feel. therm. (THERMGR)
  - House incumbent app (INCUMBHS)
  - Most important problems (MIP)

- **Government & parties, post**
  - Efficacy (EFFICPO)
  - Party differences (PTYDIFF)
  - Party conservative (PTYCONS)
  - Electoral integrity (ELECTINTPO)
  - Elect minorities (ELECTMORE)
  - Campaign finance (CAMPFIN)

- **Issues 3 (perennial)**
  - Imports (IMPORTS)
  - Immigration (IMMIGPO)
  - Affirmative action (AFFIRM)

- **Values & orientations**
  - Limited government (LIMITGOV)
  - Egalitarianism (EGAL)
  - Moral trad. (MORALTRAD)
  - Authoritarianism (AUTH)
  - Nationalism (NATLSM)
  - Rural resentment (RURALRES)
  - Gender roles (GENROLES)
  - Modern sexism (MODSEXM)
  - Racial resentment (RESENT)
  - Anti-elitism (ANTIELITE)
  - Expert trust (EXPERTS)
  - Conspiracy (CONSPIR)
  - Post-materialism (POSTMAT)

- **Issues 4**
  - Econ opportunity (ECONMOBIL)
  - Budget deficit (BUDGET)
  - Tax (TAX)
  - Health care (HEALCARE)
  - Vaccines (VACCINE1)
  - Environment (ENVIRPO)
  - Gun policy (GUN)
  - Opioids (OPIOID)
  - Police use of force (POLICE)
  - Social class (DEMO)
  - News language (POHISP)
  - Urbanicity (URBAN)
  - Terrorism worry (TERROR)
  - Free trade (FREEDTRADE)
  - Diversity (DIVERSITY)
  - Econ. equal pol. (ECONEQ)
  - Vaccine risks (VACCINE2)
  - Sexual harassment (HARASS)
  - Transgend. mil. svc. (TRANSMIL)
  - Foreign threats (FRGNTHRT)

- **CSES**
  - CSES (CSESS)

- **Post CASI**
  - Children (RCHILD)
  - Familial politics (FAMPOL)
  - Group empathy (EMPATHY)
  - Police exp. (OWNPOLICE)
  - Family income (INCP)
  - Health (HLTHPO)
  - LGBT contacts (KNOWLGBT)
  - Feminism (FEMINISM)
  - Feeling therm CASI (THCAS)
  - Group consciousness (GRPCONSC)
  - Racial progress (TREATBLACK)
  - Race influence (RACEGENPO)
  - Identity (IDENT)
  - Linked fate (LINK)
  - Stereotypes (STYPEPO)
  - Discrimination (DISCRIM)
  - Social media (SOCMEDIA)
  - Unemploy. knowledge (KNOWL)
  - Misinformation (MISINFO)
  - Life experiences (LIFEEXP)
  - GSS battery (GSS)
New and Changed Questions in 2020

New questions

There are 277 new questions on the 2020 questionnaire, covering a wide variety of topics. They include the topics listed below. The questionnaire sections where questions on each topic are found are shown in parentheses in capital letters. These sections may be found by searching the questionnaire using these section titles.

Pre-election new content

- Emotions about the way things are going in the country (EMOTION)
- Coronavirus pandemic (personal impact, evaluations of government handling) (COVPOLICY)
- Abortion (expected reaction to Supreme Court decision) (ABORTPRE)
- Democratic norms (DEMNORMS)
- Election integrity (ELECTINTPRE)
- Corruption (TRUMPIMPEACH)
- Impeachment (TRUMPIMPEACH)
- Russian election interference (RUSSIAINT)
- Protests and unrest over policing/racism (PROTEST)
- Select demographics (reworked to better match Census benchmarks) (DEM; DEM3)
- Self-censorship (POLCORRECT)

Post-election new content

- Voting experiences (e.g., method, challenges encountered, time required) (VOTEEXP)
- Attitudes toward public health officials and organizations (THERMPO; THERMGR)
- Attitudes toward domestic interest groups and global organizations (THERMGR)
- Immigration (more) (IMMIGPO)
- Views on government regulation (LIMTGOV)
- Anti-elitism (ANTIELITE)
- Faith in experts/science (EXPERTS)
- Post-materialism (POSTMAT)
- Climate change (ENVIRPO)
- Gun control (GUN)
- Opioids (OPIOID)
- Rural-urban identity, rural resentment (URBAN; RURALRES)
- International trade (FREETRADE)
- Multiculturalism (DIVERSITY)
- Universal basic income (ECONEQ)
- Sexual harassment and MeToo (HARASS; THERMGR)
- Transgender military service (TRANSMIL)
- Perceptions of foreign countries (FRGNTHRT)
- Group empathy (EMPATHY)
- Social media usage (SOCMEDIA)
- Misinformation (MISINFO)
- Personal experiences (LIFEEXP)
**Changed questions**

Two important and related functions of demographic questions on the ANES questionnaire are to allow post-stratification weighting to make the weighted ANES sample correspond to the population and to allow “benchmark” comparisons of ANES to authoritative sources such as the CPS or ACS. However, many Time Series demographic items have used different wording than these benchmark surveys. Some demographic questions were changed in 2020 to make them more comparable to other surveys, which should improve the accuracy of ANES weighted estimates as well as improving the estimation of errors in sample composition.

*Sex/gender:* ANES has previously asked, “What is your gender?” and provided options of Male, Female, and Other. However, the benchmark studies ask, “What is your sex?” and provide only the two response options of Male and Female. Because comparability to CPS or ACS benchmarks is essential, the 2020 questionnaire used the benchmark version.

*Income:* Income questions were changed to more closely match CPS wording.

*Hispanic ethnicity:* ANES matched CPS wording the past: “Are you Spanish, Hispanic, or Latino?” CPS changed its wording, so we changed ANES to use the current CPS language: “Are you of Hispanic, Latino, or Spanish origin?”

*Race:* The race question was changed to reflect CPS wording.

*Home tenure:* The question asking if the respondent owns their home, rents, or has some other arrangement was revised to match CPS wording, and a question splice was used to allow measurement of the effect of this change.

*Employment status:* ANES has previously used a battery of about two dozen questions on employment status, but these questions did not produce estimates of employment status that were comparable to official statistics on the labor force or to CPS or ACS estimates. CPS and ACS questions differ from each other. Using the CPS battery on ANES was not a good option because of the large size of the CPS labor force battery. We replaced about 15 questions on employment status with a new sequence that matches the ACS. Using the new questions, ANES estimates of unemployment status and labor force participation can now conform to official definitions. Like the previously used set of questions, the new employment status questions can also be used to identify categories such as occupation and industry, retirement status, and self-employment status, as well as identifying people who are employed, unemployed, or not in the labor force.

**Questionnaire Formats**

The entire Internet interview was self-administered, while the entire video and telephone interviews were administered by a professional interviewer. The instrument was programmed in Blaise with some alterations for each of the three modes.

**Mode Differences**

The questionnaire was designed for comparability between modes. Most questions were administered the same way in the online questionnaires, video interviews, and telephone interviews. Some mode
differences in the questionnaire were necessitated by differences in the mode of administration, and these are shown in the questionnaire documentation. When the “Web Spec” field is included, it describes how the version of the question asked in the web questionnaire differed from “default” version of the question originally designed for face-to-face administration and asked, in 2020, over video.

An example of a distinctive Internet specification occurred for the item PREVOTE_VCONF, where the specification includes the following:

Survey Question:
Just to be clear, I’m recording that you already voted in the election that is scheduled to take place on November "novelectn_day. Is that right?

1. Yes, voted
2. No, have not voted

Web Spec
Online, display “we’re recording” rather than “I’m recording”.

The instruction indicates that in an interviewer-administered interview the words “I’m recording” would be read aloud by the interviewer, but in a self-administered questionnaire on the web, those words would be replaced on screen by “we’re recording.” (The text "novelectn_day" indicates a preload, in which the number for the election day (“3” in 2020) would have been displayed.)

Web specifications that called for differences from the personal interview consisted primarily of the following types:

- Change pronouns to be appropriate for the self-complete mode. For example, change “I” to “we” when “I” referred to the interviewer, or change “I am going to read you a list” to “we will show you a list,” or change “tell me” to “enter.”
- Include a text box in place of a “specify” instruction.
- Omit parentheses around text that was optional for interviewers to read aloud.
- Display two items on the same screen.
- Add an online-only instruction such as “Click Next to continue.” or “Type the numbers.”
- Omit a face-to-face-only instruction such as “You can just give me the number of your choice.”
- Omit references to the respondent booklet.
- Omit volunteered response options.
- Explicitly offer response options that are only accepted in the FTF interview if volunteered.
- Correct punctuation that was ungrammatical in the face-to-face questionnaire, such as replacing an ellipsis with a colon.
- Provide item selection logic that accounts for the different codes used for item nonresponse in the two modes.
- Change listed response options to match the question stem when the listed options in the face-to-face included options that did not strictly match, such as “something else” in the stem being rendered as “other” in the FTF response options.
- Add a nonresponse prompt conditional on the length of the response to an open-ended question. For example, at DEM_OCCNOW, if the response was fewer than 15 characters the respondent was prompted, “Can you please write a little more about what you do in your job?”
Substantive mode difference in party identification question

Perhaps the most noteworthy substantive mode difference applies to the questions measuring party identification (PID). These questions have a long history on the Time Series and were written at a time when it was considered acceptable to code volunteered responses to closed-ended questions.

The traditional PID question (PTYID_RPTYID), in use since 1952, first asks, “Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?” Those who say “independent,” or something else, other than Democrat or Republican, are asked a follow-up question (PTYID_LEANPTY): “Do you think of yourself as closer to the Republican Party or to the Democratic Party?” Every year many respondents to this follow-up question have said “no” or “neither.” In face-to-face interviewing, throughout the Time Series, the “neither” response has been recorded with its own code. Indeed, volunteering “neither” at this point, rather than choosing between the offered response options, is the main way for a respondent to end up in the middle, pure Independent category of the traditional 7-point party ID scale. (Respondents are also considered pure independents if they refuse to answer the party leaning question or say they don’t know how to answer. Recently about three fourths of pure independents in the face-to-face surveys have been so classified because of a volunteered response of “neither”.)

This type of question is impossible to administer in a self-administered format, such as an online questionnaire, in a manner with no mode differences from the face-to-face interview, because online questionnaires do not accept volunteered response options. The online questionnaire could be written by leaving the “neither” option out altogether, but this would change the response distribution, relative to the face-to-face survey, by substantially reducing the number of respondents placed in the middle category of the 7-point PID scale. The online questionnaire could, alternatively, be written by offering the “neither” response option on the screen, but this would give the online respondent a categorically different stimulus than the face-to-face respondent, by making the “neither” option explicitly available. This would also change the response distribution, relative to the face-to-face survey, this time by increasing the number of respondents placed in the middle category. Since the first online ANES surveys in 2008, we have offered the “neither” option among the responses to this question when administering it online.

News Media Items

The questionnaire sections that asked about radio programs, television programs, and newspapers included media based on the following criteria.

Radio programming selections included major news or political talk radio programs, based on journalistic reports of top talk radio programs that were, in turn, partly based on Nielsen ratings.

Television programming selections included major news programs and a selection of other programming with high Nielsen ratings, and a few additional Internet-only programs. The list was developed from the 2016 programming list by replacing shows that had been canceled with new ones.

We obtained a data file of newspaper circulation by ZIP code in 2016 from the reference desk at the library of the Stanford Graduate School of Business. They obtained it from the organization formerly known as the Audit Bureau of Circulations. The delivered file included duplicates, which were removed. Some major newspapers have local or specialized editions. Only the main editions were included; local,
specialized, and advertising supplements were excluded. For example, the Atlanta Journal-Constitution has “Mundo Hispanico” and “Evening Edge” and “Buyers Edge Select.” Only “Atlanta Journal-Constitution” was offered. Special editions were set off by a space, hyphen, and a second space (“–”) in the titles. Titles with a hyphen separated by spaces were excluded. This retained paper titles with hyphenated titles, such as Atlanta Journal-Constitution and Chicago Sun-Times, but excluded editions such as the Chicago Sun-Time – Chicago Reader.

Programming and Technical Development

Three questionnaires were used for the study: screener, pre-election survey, and post-election survey. The pre-election and post-election questionnaire each consisted of a single survey program, with differences in routing and displays according to the administration mode. The screener was designed to be primarily self-administered. Interviewers who administered screeners as a part of the telephone nonresponse phase were provided guidance on administering the web screener over the telephone.

All questionnaires used a paging design (one question per page, with a few exceptions) with no progress bar and a simple graphic layout, as shown in Exhibits 4-3 through 4-5. There were minor differences in layout between interviewer-administered and self-administered mode. Interviewer-administered mode included a back button, the variable name of the current questionnaire item, and case ID, whereas self-administered mode did not include these elements.

Exhibit 4-3. Example of self-administered enumerated question

![Example of self-administered enumerated question](image)
Several question types, including the “feeling thermometer” questions, and other scale questions required a visual element. Feeling thermometer questions (Exhibit 4-6) featured an image of the thermometer graphic, with an entry box for selected persons (SPs) to enter a numeric response. Other scale questions (Exhibit 4-7) featured a horizontal graphic scale with selectable radio buttons under each scale point.
Respondents were able to skip questions if they wished. Video and telephone interviewers selected a “Do not know the answer” or “Rather not answer” response option as applicable for standard “Don’t know” and “Refused” responses. Web respondents could skip a question by clicking the Next button. If a question was unanswered, the following nonresponse prompt message (Exhibit 4-8) displayed: “We noticed that you did not answer the question. We would be very grateful if you would be willing to provide your best answer, even if you’re not completely sure. But if you’d prefer to skip this question, you can click ‘Next.’”
The web survey featured a responsive design, meaning that it rendered appropriately on different devices such as smartphones and tablets according to screen size (see Exhibits 4-9 and 4-10). Scrolling vertically was minimized, although some questions were long and required scrolling up and down. Certain items such as scale questions were reformatted to optimize legibility and selection on a mobile device, while minimizing mode effects.
Exhibit 4-9. Example of enumerated question with mobile display

Some people don't pay much attention to political campaigns. How about you? Would you say that you have been very much interested, somewhat interested or not much interested in the political campaigns so far this year?

- Very much interested
- Somewhat interested
- Not much interested

Next
The post-election interview featured an experimental design that applied countermeasures to address speeding by web respondents. Three questions early in the post-election questionnaire were selected to be a part of this intervention.

All web participants were assigned to one of nine groups: the control group, which received no countermeasures, or one of the eight experimental groups. Each of the experimental groups received a combination of the following interventions:

- **Forewarned or Not:** “Forewarned” participants received a general message at the start of the questionnaire asking them to answer thoughtfully and alerting them that if they answer too fast we will ask them about it.
- **Gentle or Peremptory Feedback:** Participants who sped received one of two feedback messages. Both messages say that the previous question was answered quickly. The gentle message asked if they would like to re-answer the previous question. The peremptory message required them to re-answer the previous question.
- **Short Threshold or Long Threshold:** Participants receiving an intervention for speeding received it with either relaxed (long) or strict (short) definition for what constitutes speeding. These definitions were calculated based on timing data from the 2016 survey.
Following each interview, video and telephone interviewers completed the Interviewer Observation for the pre- and post-election questionnaires. Interviewers recorded observations about the survey experience, the SP’s behavior, and other characteristics (see Exhibit 4-11).

**Exhibit 4-11. Example of Interviewer Observation question**
5. DATA COLLECTION PROCEDURES

Overview

Contact and recruitment for all sample groups was conducted primarily by mail delivered through the U.S. Postal Service, with additional email and telephone calls in some cases. Data collection for the sample members who were newly selected in 2020 began with an online screening interview to select one eligible household member, followed by a pre-election interview, followed by a post-election re-interview. For the sample members who previously completed the ANES 2016 Time Series interviews, data collection began with an online confirmation of the participant’s identity followed by the online pre-election and post-election interviews. For the sample members who previously completed the 2020 General Social Survey, data collection consisted of the ANES post-election interview only. Most “interviews” were self-administered web questionnaires, and some interviews were conducted via a two-way video call or, as a last resort, on the telephone.

The sequence of events for data collection is summarized as follows and elaborated throughout this chapter. For the fresh sample assigned to the web-only mode, selected addresses were sent an advance letter announcing the study followed by an invitation letter with $10 cash enclosed that invited any household member to complete an online survey for $40. Repeated mailings followed to promote response, eventually escalating the promised incentive to $100 or, in some cases, $200. The initial online survey was a household screener that randomly selected one household member to participate in the study. If the self-selected screener respondent was the person randomly selected to participate in the study, the instrument seamlessly transitioned from the screener to the pre-election survey. If the selected person was another household member, the screener respondent was paid and the other household member was asked to complete the pre-election survey. The instrument could proceed immediately to the pre-election survey if the selected person was available, or the selected person could log in later if they responded to invitations by email and postal mail. After the election, the selected person was again invited by email and postal mail to complete a second survey and to receive a second promised incentive.

For 2016 re-interview cases, field procedures were as described above except that screening was not required. For the GSS cases, field procedures were as described above except that screening was not required and incentives were $5 cash prepaid with an offer for $25, escalated to $50 after nonresponse. For the fresh sample in the mixed web mode, a telephone interview was offered after initial nonresponse to the web questionnaire. For the fresh sample in the mixed video mode, a video interview was pursued in preference to the web questionnaire or telephone interview.

Field Dates

Data collection began with the mailing of advance letters on Wednesday, August 10, 2020, followed by an invitation containing the URL and password on August 17, 2020. The first survey completions occurred on August 18, 2020. Data collection for the pre-election phase ended on Monday, November 2. The election was Tuesday, November 3 and data collection for the post-election phase ran from Friday, November 6, 2020, (with the first interview on Nov. 8) to morning of Monday, January 4, 2021. For further details about interview dates, see the next chapter.
The primary modes of recruitment were letters—including first class mail, postcards, FedEx envelopes, and emails—sent to selected households and individuals. More than 200,000 such letters were sent during the study. Table 5-1 lists each type of letter with its first mailing date and the number of letters of the type that were sent. The reference codes can be used to identify the text for each letter (see Appendix C).

<table>
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<th>Code</th>
<th>Type</th>
<th>First date</th>
<th>Number mailed</th>
<th>Code</th>
<th>Type</th>
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<td>6742</td>
</tr>
<tr>
<td>3B-6</td>
<td>Nonresponse letter</td>
<td>9/18/2020</td>
<td>7121</td>
<td>34</td>
<td>Post invitation email</td>
<td>11/9/2020</td>
<td>7584</td>
</tr>
<tr>
<td>2-13</td>
<td>Nonresponse email</td>
<td>10/1/2020</td>
<td>663</td>
<td>34</td>
<td>Post invitation email</td>
<td>11/12/2020</td>
<td>5706</td>
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<tr>
<td>2-14</td>
<td>Nonresponse letter</td>
<td>10/9/2020</td>
<td>1348</td>
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<td>Post reminder email</td>
<td>11/18/2020</td>
<td>3904</td>
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<td>3A-7</td>
<td>Nonresponse card</td>
<td>9/25/2020</td>
<td>6540</td>
<td>37</td>
<td>Post reminder card</td>
<td>11/12/2020</td>
<td>604</td>
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<tr>
<td>3B-7</td>
<td>Nonresponse card</td>
<td>9/28/2020</td>
<td>7084</td>
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<td>3B-9</td>
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<td>10/22/2020</td>
<td>6036</td>
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<td>Post reminder letter</td>
<td>12/15/2020</td>
<td>2201</td>
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<td>8/25/2020</td>
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<td>Post alt. address letter</td>
<td>12/15/2020</td>
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<td>3B-12</td>
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<td>8/25/2020</td>
<td>767</td>
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<td>12/28/2020</td>
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<tr>
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<td>8/29/2020</td>
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<td>3B-11</td>
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<td>Pre payment letter</td>
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Recruitment and Screening Phase: Fresh Sample

“Fresh sample” cases refer to the participants recruited to participate in the study without having previously participated in the ANES 2016 Time Series or the 2020 General Social Survey. This sample is often referred to in study documentation as sample group 3 and constitutes the majority of the study’s participants. This group is further divided into the web-only (3A), mixed web (3B, with web or telephone), and mixed video (3C, with video, web, or telephone) groups, all of which received the same treatment at the initial recruiting and screening phase.

The design of the recruitment and screening used for the ANES 2020 Time Series Study’s fresh sample cases was based on the results of the ANES 2016 Time Series Study’s Internet component and the ANES 2016 Recruitment Pretest Study. The latter study compared several incentive and invitation strategies, the results of which are detailed in ANES Technical Report no. nes006978 (DeBell et al. 2017). The study found that invitations addressed “To the family at” the sampled address, and initially offering $40, formed the optimal cost-conscious strategy among those considered, so that design was used for the Internet component of the 2016 Time Series and formed the basis for the design of the 2020 Time Series.

Advance letters, invitations, and reminders were delivered in a variety of ways using FedEx, USPS First Class mail, and postcards. USPS Priority Mail was used in lieu of FedEx for Post Office (PO) Boxes.

A combination of letters and postcards invited and reminded sampled households and persons to participate in ANES. Once a selected person (SP) was chosen, email was also used as a contact method, if an email address was provided at the end of the screener. The screener phase of the study included up to seven contact attempts, the pre-election phase up to six contact attempts, and the post-election phase up to 10 attempts. Contacts ceased once the interview was completed, so those who responded earlier received fewer contacts.

Each letter, postcard, and email was available in English or in a bilingual (English and Spanish) version. Using data from the American Community Survey (ACS), each sampled case was flagged to indicate if it was considered likely to be a Spanish-speaking household.1 Likely-Spanish addresses (n=2,218) were sent the bilingual version of the mailings, while others were sent the English-only version.

The standard invitation mailing sequence consisted of the following steps:

1. An advance letter sent on August 10, 2020, by FedEx for 2-day delivery announced the study and said $10 cash would be enclosed in the next letter.
2. An invitation letter sent by first class mail included $10 enclosed cash and asked any household member to go online and complete a survey, and promised $40 for doing so.
3. A reminder postcard asked any household member to go online and complete a survey, and promised $40 for doing so.
4. A second reminder postcard asked any household member to go online and complete a survey, and promised $40 for doing so.
5. A third reminder postcard asked any household member to go online and complete a survey, and promised $40 for doing so.

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1 Addresses were considered likely Spanish if the sampling vendor had flagged the address as associated with a Hispanic surname or if the address was located in a linguistically isolated area, defined as a Census block group where the percent of limited-English-speaking households was greater than 13 percent.
6. A non-response letter sent by overnight FedEx made an escalated offer of $100 and stated a deadline to complete the online survey.
7. A final reminder postcard offered $100.

A summary description of the letters appeared in Table 5-1. The text of all letters, postcards, and emails is provided in Appendix C. Some of the letters included Frequently Asked Questions (FAQs) on the back or instructions for connecting to the study website, and these materials are presented in Appendix D. The specific circumstances under which each letter was sent, including intervals between letters and criteria that warranted sending specific letters, were determined by lengthy flowcharts provided in Appendix G.

**Screener**

The purpose of the screener was to determine if the household was eligible for ANES and to randomly select one person to participate. It was not necessary to randomly select a household member to complete the screener, so initial invitations asked any household member to go online to begin the survey.

All cases were initially invited to complete the screener online, without any mention of video or telephone interviewing. Households in sample groups 3B or 3C who had not completed the screener online by October 16, 2020, were sent a push-to-phone letter, inviting them to call in to complete the screener by telephone. After the telephone invitations were sent, all subsequent communication with the household mentioned telephone mode only, although the online web questionnaire remained available until the respondent started a telephone interview.

Online screening was designed to be minimally burdensome and was based on prior online screener designs, for which the screener completion rate conditional on starting the online survey has been 98 or 99 percent. Screener respondents confirmed the address and reported the number of adult citizens living in the household and some basic demographic characteristics.

If the screener respondent was not selected to continue with the pre-election survey, then he or she was asked to complete a short battery of a few ANES items from the pre-election questionnaire, such as voting behavior, health, home tenure, and income. After completing these items, the screener respondent was asked to provide information to help us recruit the selected person for the main study. Screener respondents who were not selected for the main study were still paid.

**Recruitment and Screening Phase: Reinterview and GSS Samples**

Reinterview and GSS sample cases did not require screening for within-household selection, as the sampled person was known. Instead, these respondents launched the interview by entering login credentials supplied by mail that was addressed to them by name. Additionally, ANES reinterview respondents confirmed their first and last name prior to launching the pre-election interview.

**Respondent Login Credentials**

Invited persons logged into the survey system using a single alphanumerical code. The expected consequence of a successful brute force intrusion would be that an intruder would be able to complete one questionnaire in place of one sample unit, thus invalidating about 1/9000th of the data. Given these
consequences weighted against the inconvenience for respondents that more extensive security measures would impose, we judged it neither necessary nor desirable to have particularly strict security standards for respondent logins. We imposed a reCAPTCHA on any login attempt occurring within 1 second of a previous login attempt, and we imposed a 1 minute re-attempt delay on any IP address with three failed login attempts within one minute. We also supplied login credentials with many billions of possible combinations, most of them invalid, so that the expected amount of time required to successfully guess a valid ID at a rate of one per second would be longer than our field period.

Pre-Election Interviews

There were three scenarios for how the survey flowed from the screener to the pre-election survey.

1. If the screener respondent was selected for the pre-election survey, the screener flowed directly into the pre-election interview.
2. If another individual in the household was the selected person (SP), then the flow depended on whether the SP was available to take the survey right away.
   a. If the SP was available, the pre-election survey began immediately after the screener.
   b. If the SP was not available, basic contact information was collected from the screener respondent, in order to generate an invitation letter and subsequent reminders for the SP. All postcards were folded and sealed for privacy protection since they were addressed to a specific individual. SPs for whom the screener respondent had provided an email address were sent emails in addition to the letters and postcards.

The next step depended on the pre-election survey mode designated for the selected person’s sample group: web-only, mixed web (i.e., web with a telephone alternative), or mixed video (i.e., video with web or telephone alternatives).

Web-only sample. Cases in the ANES re-interview sample group (sample group 2) or the web-only fresh sample group (group 3A) were assigned only to the self-administered web questionnaire, without mode switching. This design closely adhered to the implementation of the 2016 web questionnaires.

Mixed-web (web with telephone alternative). This sample group (sometimes referred to as 3B) used a two-phase sequential mixed-mode approach, with selected individuals initially invited to complete the web pre-election survey, with a switch to invitations to a telephone interview occurring late in the field period. In the initial phase, all cases proceeded from the web screener to the pre-election interview in identical steps to the web-only sample, and were sent identical communications. Sample 3B cases that had not yet started the pre-election interview were invited to complete the interview by telephone on October 16 and 19, 2020, via FedEx. Of the 4,265 telephone invitations mailed to 3B cases, 74 completed the telephone interview.

Mixed video (video with web or telephone alternatives). A three-phase, sequential mixed-mode approach was used for cases in fresh sample Group 3C, with SPs first invited to complete a video interview. A web interview was offered to the video nonrespondents, with a telephone interview for the web nonrespondents. The goal for sample 3C was to achieve as many video interviews as possible. Following the web screener, the SP was told that the ANES interview would be conducted in a Zoom video call with an interviewer and was then redirected to the video interviewing system to complete the video interview (see Video Interviewing section, p. 39).
During this initial phase of video interviewing, SPs who had seen the request to complete the video interview were sent reminder emails and postcards, asking them to log in to complete the video interview if they had not done so. SPs were not made aware of the existence of alternative interview modes except in a couple narrow circumstances:

1. If a video help desk technician determined that the SP was unable or refused to complete a video interview, the SP was provided the option to complete the self-administered web interview.
2. If two days had passed since the SP was notified of the video interview, and no additional action was taken, upon the next log in, they were given the option to complete the interview by video or take the self-administered web interview.

Next, for the push to web phase, Sample 3C cases that had not yet started the pre-election interview by video were moved to the self-administered web protocol. On September 28, 2020, cases with an email address on file were notified that the web mode was available. Cases without an email address on file were sent a hard copy reminder via FedEx. Sample 3C cases that completed the web screener after this date were presented with the request to complete the video interview, and if no additional action was taken after 48 hours, upon the next log in, they were given the option to complete the interview by video or take the self-administered web interview.

Finally, in the third phase, all cases that had not started the screener or pre-election interview online were invited to complete the interview by telephone. Telephone interviewing was completed by inbound calling, and administered by interviewers in Westat’s TRC (see Inbound Telephone Interviewing section, p. 48).

Invitations were mailed via FedEx on October 16 and 19, 2020, to 2,305 sample 3C cases inviting respondents to call in to complete an interview by telephone, resulting in 63 telephone completes. Participant Booklets (see ANES website’s study page for the 2020 Time Series Study) were enclosed in the telephone invitation mailing, allowing SPs to reference the booklet during the telephone interview (see Participant Booklets section, p. 49).

**Post-Election Interviews**

At the end of the pre-election questionnaire, respondents were asked to rate the interview, as follows.

**How would you rate this interview for the American National Election Studies?**
1. Liked a great deal
2. Liked a moderate amount
3. Liked a little
4. Neither liked nor disliked
5. Disliked a little
6. Disliked a moderate amount
7. Disliked a great deal

If the respondent gave one of the first three answer choices, they were informed of the post-election survey at that time and were asked to provide contact information for that invitation.
Each person who completed the pre-election survey, or who had gotten far enough to be considered a “sufficient partial” complete (defined as having reached the selfgend_gendtyp item), was invited to the post-election phase. Post-election questionnaires were administered to each respondent in the same mode in which he or she completed the pre-election questionnaire; mode switching was not allowed during the post-election phase. Respondents were invited through a series of letters and reminder postcards. The post-election mailing protocol followed two paths: one if the respondent provided an email address, and one if the respondent did not. Unlike the protocol for the screener and pre-election survey, the same postcards and emails were used multiple times in the post-election phase. The rules for mailings are shown in the flowchart in Appendix G.

The GSS sample was invited to complete the post-election interview only. The post-election questionnaire for GSS sample members was largely the same as that for other ANES respondents, but included a subset of questions from the pre-election survey as well as a GSS-only module. All GSS sample members completed the self-administered web version of the questionnaire. All communications with GSS respondents, including invitations, reminders, and incentive payments, were managed by NORC at the University of Chicago.

**Incentives**

A cash incentive of $10 was enclosed with the initial invitation letters sent to 2016 reinterview respondents and fresh sample households (n = 17,849). Upon completion of the screener, if the selected respondent was not the screener respondent, a cash incentive of $10 was enclosed with the invitation letter to the selected person (n = 1,197).

A cash incentive of $5 was enclosed with the Reminder to Finish mailing (3A-21/3B-21/3C-21) if the selected respondent was not the screener respondent (n = 84).

Each person who completed a pre-election survey was sent an incentive check as a thank you for their time, with an additional incentive provided for those who completed the post-election survey. In addition, fresh sample respondents who completed the screener but had another household member selected for the pre-election survey received an incentive. The incentive amount was either $40, $100, or $200, depending on whether the incentive had been escalated. The incentive offered to the pre-election respondent started at the same amount as the final incentive offered to the screener respondent (i.e., if a screener respondent was escalated to $100, the pre-election respondent received $100).

A total of n = 2,570 screener incentives were sent. Seventy-one percent of screener incentives were in the amount of $40 (n = 1,836), twenty-eight percent were in the amount of $100 (n = 725), and fewer than one percent were in the amount of $200 (n = 9).

A total of n = 8,280 pre-election incentives were sent. Sixty-eight percent of the pre-election completes received $40 (n = 5,697), 30 percent were escalated to $100 (n = 2,437), and 2 percent were escalated to $200 (n = 146).

During the post-election phase, on December 15, 2020, respondents who received a $40 incentive for the pre-election interview were escalated to $100, and $100 incentives were escalated to $200 (incentives already at $200 remained the same). A total of 7,453 post-election incentives were sent.
Fifty-seven percent of the post-election completes received $40 (n = 4,239), 36 percent received $100 (n = 2,673), and 7 percent received $200 (n = 541).

Incentive payments are shown in Table 5-1.

Payment letters and accompanying checks were mailed via First Class mail on a flow basis throughout the data collection period. The checks were addressed to the name indicated by the respondent during the administration of the instrument. Occasionally respondents who were not able to accept checks were sent cash. SPs who were sent cash in the pre-election phase of the study were automatically sent cash in the post-election phase of the study, as well.

<table>
<thead>
<tr>
<th>Event</th>
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</tr>
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</tr>
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<td>$1,800</td>
</tr>
<tr>
<td>Pre-election incentives</td>
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<td></td>
</tr>
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<td>$420</td>
</tr>
<tr>
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</tr>
<tr>
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<td>Completion: $100</td>
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<td>Completion: $200</td>
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Note: Excludes GSS cases.

Telephone Prompts

A telephone prompt by a live interviewer was implemented between September 21 and 27, 2020. All ANES re-interview cases ("sample group 2") which had no reported activity were eligible for this telephone prompt in an attempt to increase response rates, with the exception of those reported deceased, final refusals, and those reported to be unavailable for the duration of the field period (e.g., incarcerated).

Multiple telephone number sources were used for this prompting activity:
1. Telephone number provided by respondents in prior panel maintenance activities;
2. Telephone number provided by respondents during the 2016 ANES interview;
3. Telephone number provided by respondents as part of Duke University panel maintenance work; and
4. Telephone numbers identified through Lexis lookups conducted by Westat immediately prior to the telephone prompt calls.

Telephone numbers were prioritized based on the hierarchy above (1-4); up to three telephone numbers per case were attempted.

A total of 1,859 cases were identified in mid-September for the prompt calls. Of these, 933 cases had three telephone numbers associated, 454 cases had two telephone numbers, and 353 had one telephone number. The remaining 119 cases had no associated telephone number and were necessarily excluded from this activity.

Interviewers attempted to call the numbers until they either reached someone or could leave a voicemail message, up to five times. Contact or a successful voice mail message constituted a complete. Voicemail messages were not left if the outgoing message suggested the wrong number. Additionally, interviewers were instructed to close out one number before starting to call the next, due to concerns that calling respondents at multiple numbers and leaving multiple voicemails could lead to nonresponse. Interviewers from the TRC called the identified telephone numbers. Interviewers verified the address and then reminded the person on the telephone about the survey. If a voicemail was reached, the interviewer left a message and the attempt was considered complete. The voicemail script (Exhibit 5-1) and live call script (Exhibit 5-2) are below.

Exhibit 5-1. Voicemail script

Hi, I'm calling for Stanford University to reach [R NAME], to remind you that the American National Election Studies wants to hear from you, and we will give you $[INCENTIVE] to participate in our study online this year. You can go to A N E S dot stanford dot E D U and enter the ID number on your invitation letter to start. You can reach us for help at {NUMBER}. Please take the survey today. Thank you.

Exhibit 5-2. Live script

[Note: The “Live Script” is an outline and suggestion. These calls should be more conversational and should not follow the scripted, verbatim approach used for interviewing. The aim is to pleasantly remind the respondent that we want to hear from them online and to answer any questions they might have, and to end the call on a positive note.]

Hi, I’m calling for Stanford University, trying to reach [R NAME].

IF ASKED: This is regarding a research study called the American National Election Studies.

IF ASKED FOR A MESSAGE: The American National Election Studies would like to hear from [NAME]. [NAME/He/She] can reach us using the information in the letter we sent, or at {NUMBER}. Thank you.

WHEN R IS ON THE LINE: Hi, I’m calling to remind you that the American National Election Studies wants to hear from you and we will give you $[INCENTIVE] to participate in our online questionnaire this year. Do you remember receiving an invitation from us? We mailed a letter with $10 cash enclosed.

IF DOES NOT REMEMBER LETTER: I will have another letter sent to you. [CONFIRM FULL NAME AND MAILING ADDRESS AND THANK RESPONDENT. END CALL. RE-SEND REMINDER LETTER.]

IF YES AND RECEIVED LETTER: I just want to remind you that we need to include you so our study will be accurate. If you need any help starting the survey, I can help you now. To participate, you just go online to A N E S dot stanford dot E D U and enter the ID number on your letter. Do you still have the invitation we sent you with
A total of 1,279 cases were completed—either by leaving a voicemail or direct contact with the respondent or household member. More than 250 cases received a non-complete final code: 242 non-locatable (unsuccessfully attempted all numbers); seven deceased; seven refusals; and two final language problems. Additional cases were withdrawn before the call was attempted because the respondent completed the web interview.

While it is difficult to isolate the effect of this effort from other efforts, such as mail or email reminders, 756 cases had web activity after the call, with 723 of those completing the pre-election interview. Individuals who had lost their login information were offered to be resent a letter (#2-7); letters were resent to 93 cases.

Help Desk

Respondents were able to contact the ANES project staff for help by phone or email. These contact modes were available during the duration of data collection, and for a few weeks after the end of data collection, mainly to respond to queries about incentive payments. The telephone was typically answered between 10am and 7pm Eastern time, Monday through Friday; outside of these business hours, callers were routed to a voicemail where they were instructed to leave information in order to receive a call back. Emails were normally answered within one business day unless the help desk staff needed to investigate a situation or request additional guidance. In such scenarios, the respondent was informed that a response would be coming in a few days.

A total of 1,000 phone calls and 606 emails were received during the pre-election phase of the study. The five main reasons for calling were difficulty getting to the website, lack of computer access, technical difficulties while taking the survey, questions about incentive payments, and refusal to participate.

The most prevalent problem experienced by respondents was not being able to get to the website. In the previous study, in 2016, the most common cause of difficulty was erroneously inserting “www” in front of the URL, and caching a URL with “www” at the beginning so that the page would not open even if “www” were omitted from subsequent attempts. ANES staff at Stanford University solved this problem by registering the domain with “www.”

In 2020 (as in 2016) a common problem was respondents typing the URL in a search engine instead of the URL bar. In some cases, the first choice returned led respondents to the wrong website. The most effective solution to this problem was to email the respondent a link to the survey. When that was not possible, the help desk staff walked the respondent through the required steps. Because the issue was so common, a set of instructions was enclosed with the non-response letters (2-14, 3A-6, 3A-13, 3B-6, and 3B-16). See Appendix D for these instructions.

During the post-election phase of the study, the help desk received a total of 185 phone calls and 589 emails. Reasons for contacts included respondents having lost their login credential (PIN) and checking on their incentive payment status. Incentive inquiries often occurred with respondents who completed
the pre-election survey just before the election and were subsequently invited to complete the post-election survey before they received payment for the prior survey. Some respondents also reported never having received their check, which occurred more frequently in 2020 than in 2016, possibly because of widespread delays and misdeliveries in U.S. mail service. In such cases, the payment was re-issued and sent via FedEx.

**Respondent-facing Website**

A website for respondents was established to provide study legitimacy and address common respondent questions as well as to launch the survey. The URL (anes.stanford.edu) was clearly featured in the respondent materials. Some difficulties in accessing the website occurred as described earlier in this chapter under the Help Desk heading.

The website had four pages:
- The “Home” page described the study and allowed respondents to start the survey. Access to the survey was controlled by a 9-character alphanumeric PIN that was provided in all communication.
- The “Contact Us” page provided the mailing address for the ANES Field Room, the phone number, email address, webpage URL, and main study URL.
- The “Answers to Questions About the Study” page included the same basic content as the FAQs printed on the back of the letters, but was more generic. For example, the amount of the enclosed incentive payment was not specified since some people received $10 while others received $5.
- The “Main Project Website” was a link to a version of the main ANES web site (http://www.electionstudies.org/) customized for members of the Internet sample of the 2016 Time Series. The entire ANES website was replicated there, differing in that it included a link to anes.stanford.edu on every page, and it was set not to be indexed by search engines. The address for this site was www.electionstudies.org/web.

**Video Interviewing**

As noted previously, the COVID-19 pandemic and the resulting need for social distancing made FTF interviewing not feasible for the 2020 ANES. Thus, Westat was tasked with developing and implementing a video interviewing mode as a way to maintain the personal interaction between interviewer and respondent, seen as integral to ANES data quality, for a portion of the study sample.

**Video Interviewing System**

The virtual meeting platform, Zoom, was selected as the video interviewing mechanism due its ease of use and name recognition by the general public, and because users do not need to have a Zoom account or install an app to participate in a meeting conducted in Zoom. However, a case management system and respondent web portal needed to be built around Zoom in order to transition sampled respondents from the self-administered screener in the web management system to a video interview. The system was programmed in Westat’s Multi-Mode Manager (M3), which also provided the case management system for the entire ANES sample.

The video interviewing system was developed to perform the following tasks:
- For respondents:
• Redirect respondents from the web screener to an online video interview landing page that presents summary information about the video interview process and Zoom;
• Provide instructions for using Zoom to connect with a video interview;
• Describe the equipment needed—computer or mobile device with web camera and microphone;
• Display the hours that interviewing staff are available;
• Show whether an interviewer is currently available to conduct the interview with the respondent, and if not, the approximate wait time;
• Present a Zoom meeting link for respondents who want to complete the interview “now,” and allow respondent to join the interviewer in the Zoom meeting room;
• Offer a chat session for respondents to ask questions about the interview or troubleshoot Zoom issues;
• Allow respondents to schedule an appointment to come back to complete the interview at another time if they prefer; and
• Collect respondent email and telephone number for appointment reminders to be sent.

For interviewers/supervisors:
• Monitor the queue of respondents waiting to connect with an interviewer;
• Alert interviewer, via sound and display change, to a new interview request from a respondent;
• Create a Zoom meeting and display the meeting link to respondent and interviewer;
• Present interviewer with information about the respondent (case ID, name, age, gender);
• Start the Zoom meeting and wait for respondent to join;
• Access the Blaise survey instrument to conduct the interview and share their screen with the Participant Booklet while in the Zoom session;
• Allow supervisors to join the Zoom meeting to observe for quality control;
• End the Blaise instrument interview;
• Display a series of screens thanking the respondent and collecting information necessary to mail the respondent their incentive check;
• End the Zoom session for respondent and interviewer; and
• After the interview, present interviewer with an electronic record of calls (EROC) to document the interview status, and series of observation questions about the interview.

Initial Pretesting Activities

Three ANES pretests of the video interviewing protocols and technology were conducted as part of the development process. The tests were performed in iterative stages throughout the late spring and summer of 2020. In addition to these ANES-focused pretests, Westat’s corporate IT group also conducted smaller iterative pretesting, focused solely on the technology aspects of the video interviewing software.

The first two pretests, conducted in May and June, were small exploratory tests designed to highlight problems early enough that they could be more easily solved. Specifically they were planned to address the following questions:

• How does Zoom work on the interviewer’s hardware?
• What should be included in the respondent instructions for installing Zoom?
• What problems do respondents have connecting via Zoom? Can interviewers manage connection difficulties when they arise?
• What devices and internet browsers do respondents use in connecting via Zoom? Are there technical issues that are device or browser specific?
• Can we simulate different approaches to scheduling video interviews, and how successful are they?
• How do we handle the issue of show cards (Participant Booklet) during a video interview?
• What feedback do interviewers and respondents have about the video interview process?

Three Westat research assistants served as interviewers for the May and June pretests, and a fourth research assistant conducted the respondent screening, Zoom meeting scheduling, and other administrative tasks. This interviewing team was trained and supervised by ANES project staff. Convenience samples were used to recruit respondents for both preliminary pretests. For the second pretest, a screener was used in an attempt to include respondents with various levels of experience with Zoom and other video conferencing apps, a variety of ages and education levels, and with access to different types of devices (computer, telephone, tablet) to use for the interview.

Emails were sent to sampled respondents inviting them to participate in a 10-15 minute questionnaire. The recruitment email for the first test informed the respondent they would be asked to connect with an interviewer over Zoom. The recruitment email for the second test did not mention Zoom or give any indication of a video interview.

Respondents were offered incentive checks for their participation—$25 was offered for the first pretest, two amounts were offered in the second pretest—$25 and $50.

The pretest questionnaires consisted of an introduction to ANES and a short series of actual ANES questionnaire items. Respondents were not told they were participating in a pretest until they finished answering these questions. After they were informed of the pretest, interviewers went on to ask a set of questions about the respondent’s experience and reaction to the video interview and using Zoom, the type of device and which browser they used, how well their video and audio worked during the interview, and any other comments the respondent wished to provide about the process. Respondent answers to these questions were compiled and analyzed to inform the changes that were made to materials and procedures for the next pretest.

Interviews were conducted with 12 respondents in the May pretest, and 10 respondents in the June pretest. Five additional respondents were recruited for the June pretest but did not connect to the Zoom meeting at their scheduled time, some due to technical difficulties, others were simply “no shows.”

At the end of each pretest, interviewers completed a short debriefing questionnaire summarizing their experiences with respondent technical difficulty, reluctance to use Zoom or to appear on camera, using show cards, missed appointments, and respondent feedback about the interview. A debriefing meeting was also held with interviewers after each pretest where their experiences were discussed with project staff. The interviewer feedback was used to inform decisions about the adjustments and refinements needed for materials and protocols in the next pretest.

Large-Scale Pretest
Westat conducted a third, larger-scale pretest in late July, which integrated Zoom with the video interviewing system and the pre-election survey instrument. This pretest was designed to be a small replicate of the main study and to build confidence for the TRC interviewing staff with the video interviewing system and questionnaire administration. The pretest goals were two-fold: the first was to test the logistics of video interviewing with the newly developed system, specifically to answer the following questions:

- Is the management system effective?
- Does the selected interviewing hardware and software work as desired?
- Can we establish and maintain video connections and manage difficulties when they arise?
- What feedback do interviewers and respondents have about the process?

The second goal was to test the pre-election instrument developed for video interviewing, specifically to assess instrument usability issues, question flow, etc.

The target number of interviews was 30 completes. An ABS sample of 100 cases was selected as the starting sample. Other parameters of the sample were for all cases to be in the Eastern time zone, and all cases to be English speaking, for logistical ease of interviewing.

Sampled households were FedExed an invitation to participate in the study by completing a video interview using Zoom. A $1 bill was included with the invitation letter, and a $40 check was offered for the completion of the interview. (Note that this differed from the main study invitation letter which did not mention that the interview would be done over Zoom.)

A team of three TRC team leaders were trained on the video interviewing system and pre-election instrument and served as interviewers for the pretest. They were available to conduct interviews from 4:00 to 8:00 pm Monday – Friday, and 12:00 to 4:00 pm Saturday, EDT.

Data collection for the pretest took place from Monday, July 27 through Saturday, August 1. By mid-week, only four login-attempts were registered in the system, and no completed interviews. At this point a decision was made to recruit Westat project staff and their friends and family to serve as respondents. This resulted in 12 completed interviews, which provided the project and interviewing staff with beneficial experience and helped build confidence in the upcoming data collection launch.

**Video Support Help Desk**

ANES video interviewers received extensive training on using Zoom, assisting respondents with installing Zoom, and coaching respondents on the types of equipment needed to complete a video interview. They were the first line of defense for respondent technical questions and troubleshooting. However, when respondents experienced more complex technical problems that interviewers were unable to resolve, or during times of high interviewing volume when interviewers were not as available to assist with technical issues, interviewers could refer respondents to the video support help desk. Respondents could also call the video help desk directly for technical support, by using the toll-free telephone number prominently displayed on the main respondent landing page of the Video Interviewing System.

The video help desk was created at the outset of pre-election interviewing, to provide respondents additional assistance with Zoom and other technical issues over and above what interviewers were
trained to provide. This allowed the project to best utilize the skills of the interviewers to conduct interviews, and the skills of Westat’s existing field help desk staff to offer IT support to respondents. The video help desk employed three agents during normal Westat business hours, and an additional four part-time agents working evenings and weekends. The agents were supervised by an ANES help desk manager. These staff were all given accounts on the M3 case management system used by the interviewing and project staff, so they could access case information during respondent calls. The help desk manager and agents were trained by project staff on:

- ANES background information, including ANES FAQs;
- M3 video interviewing system;
- Zoom basics and advanced troubleshooting;
- Anticipated common respondent technical problems, questions, and likely fixes; and
- Establishing and maintaining rapport with respondents.

The help desk tracked respondent contacts by reason for the call, and produced a weekly report that was provided to project and client staff. Overall, the help desk received fewer respondent calls than anticipated, but provided a valuable service to those who did call. Table 5-2 shows the cumulative calls by category for the pre- and post-interview data collection periods combined.

**Table 5-2. Video support help desk calls by category**

<table>
<thead>
<tr>
<th>Category</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoom – Connecting to Zoom interview</td>
<td>13</td>
</tr>
<tr>
<td>Zoom – Other</td>
<td>10</td>
</tr>
<tr>
<td>Refusal</td>
<td>8</td>
</tr>
<tr>
<td>Web survey login</td>
<td>7</td>
</tr>
<tr>
<td>General study question</td>
<td>6</td>
</tr>
<tr>
<td>Zoom – Installation support</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td>Zoom – Audio/Video troubleshooting</td>
<td>1</td>
</tr>
<tr>
<td>Internet connectivity</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>53</strong></td>
</tr>
</tbody>
</table>

**Appointment Reminders**

As part of a larger intervention strategy to help increase response rates for the video sample cases, in mid-September a formal effort to expand the number and timing of interview appointment reminders was undertaken. As described earlier in the Video Interviewing System subsection, video respondents who completed the web screener were directed to the main video interviewing landing page, where they could connect to an interviewer immediately, if one was available, or set an appointment reminder to come back to the video website at a later date and time to complete the interview.

When a respondent made an appointment, the original protocol for appointment reminders was an automated confirmation email to the respondent upon scheduling the appointment, and an automated reminder email on the morning of the appointment. However, data from the first several weeks of interviewing showed that a low percentage of respondents who made appointments came back to the video website to complete the interview on or around the scheduled appointment time. So a new
protocol for appointment reminders was developed in an attempt to decrease the rate of missed appointments.

While the existing system-generated confirmation and reminder emails continued, a new set of text and email messages was added to the reminder protocol. These additional reminders were sent manually by video support help desk agents who were trained on the procedure. The new set of appointment reminders is shown in Exhibit 5-3.

Throughout the remainder of the pre- and the whole of the post-election data collection period, additional appointment reminders following the new protocol were sent to 84 respondents. As shown in Table 5-3, these additional reminders were successful in increasing the number of appointments that were kept on or near the scheduled time (defined as within 30 minutes before or after the appointment time).

| Table 5-3. On-time appointments before and after adding additional reminders |
|-----------------------------|-------------|----------|
|                             | Total       | Started within 30 minutes | Percent |
| Appointments before reminders | 165         | 57       | 34.6%   |
| Appointments after reminders | 218         | 95       | 43.6%   |
Exhibit 5-3.  New appointment reminder protocol

**Step 1 – Text message:** Send each appointment the following text message reminder *30 minutes before the appointment time*.

Reminder: Your interview appointment with ANES is in 30 minutes at *TIME & DATE*. To start, click here: electionstudy2020.org. If you need help call us at 855-933-4458.

Document when text was sent on tracking spreadsheet.

**Step 2 – Text message:** If the R is not in the queue and did not reply to the first text, send the following text reminder *5 minutes after appointment time*.

We didn’t see you at *TIME* for your interview appointment. You can still connect now, here: electionstudy2020.org. If you need help call us at 855-933-4458.

Document when text was sent on tracking spreadsheet.

If R replies to either of the texts with questions, send this generic text:

Thank you for contacting the ANES Video Help Desk, please call 855-933-4458 for further assistance.

**Step 3 – Email message:** If the R is not in the queue and did not reply to the texts, send the following missed appointment email *30-60 minutes after scheduled time*, unless the R rescheduled – before sending, check M3 to see if R rescheduled.

SUBJECT: We still need to hear from you

[NAME], To interview you for our Stanford University and University of Michigan sponsored study, you made an appointment for earlier today, but we did not hear from you at that time.

It is important for us to complete an interview with you, and we will be happy to talk whenever is convenient for you.

Please click here electionstudy2020.org to reach an interviewer now or to set up another appointment. (You can also go to anes.stanford.edu, click Start Survey, and type your ID: [PIN])

We will be grateful for the chance to interview you.

Sincerely,
Roger Tourangeau
Senior Investigator

Document when email was sent on tracking spreadsheet.
**Video Observation Questions**

A series of questions to be answered by the interviewer following each completed video interview was developed to provide information about the types of problems respondents had completing video interviews.

Immediately after the interviewer completed the Blaise questionnaire and ended the Zoom session with the respondent, the system returned them to M3 to complete an EROC documenting the final status of the case, and to answer the series of observation questions.

There were 12 questions for the interviewer to complete about the video interview. The questions focused on the interviewer’s technical experience with the interview, including problems with Zoom and internet connectivity, as well as non-technical issues such as respondent engagement and distractions in their environment during the interview. Exhibit 5-4 shows the complete set of observation questions.

**Video Interview Monitoring**

Video interviews were monitored in several ways throughout the pre- and post-election data collection periods as part of the 2020 ANES overall quality control plan.

The telephone interviewer supervisory staff monitored a percentage of each data collector’s pre- and post-election interviews in real time. This was done by the monitor joining the interviewer and respondent as a third party in the Zoom interview session. The monitor participated in the Zoom session as a silent observer with their video camera off and their microphone muted for the duration of the observation. The monitor’s Zoom profile was labeled “Quality Assurance” so it was clear to both respondent and interviewer when and by whom they were being observed. Interviewers informed respondents at the start of each Zoom session that the interview might be monitored for quality assurance purposes, so the respondent would not be surprised by, or question, the presence of an observer during the interview.
Exhibit 5-4. Interviewer observation questions

Please indicate how much of each technical problem was experienced during the interview by either the interviewer or respondent.

1. Installing Zoom or getting Zoom working *
   - None
   - A little
   - A lot

2. Internet Connectivity *
   - None
   - A little
   - A lot

3. Video use (e.g., freezing, losing video, blurry, etc.) *
   - None
   - A little
   - A lot

4. Audio use (e.g., sync problems/lag, volume problems, loss of audio, feedback, etc.) *
   - None
   - A little
   - A lot

5. Other Problem? *
   - None
   - A little
   - A lot

Please indicate how much of each non-technical problem was experienced during the interview by the respondent.

6. Confidentiality concerns with video interview or software *
   - None
   - A little
   - A lot

7. Concerns about self-view *
   - None
   - A little
   - A lot

8. Respondent not paying attention (e.g., using the computer for something else). *
   - None
   - A little
   - A lot

9. Duration of interview for which other people were present (e.g., kids, family members) *
   - None
   - A little
   - A lot

10. Other (specify) *
    - None
    - A little
    - A lot

11. How did the respondent participate by video? *
    - The respondent used Zoom for video
    - The respondent did not use video
    - Something else (please specify)

12. How did the respondent participate by audio? *
    - The respondent used Zoom for audio
    - The respondent used a telephone for audio
    - Something else (please specify)
During these monitoring sessions, interviewers were observed to make sure they were reading the questionnaire items verbatim, not leading the respondent, and sharing the correct pages of the Participant Booklet at the appropriate times in the questionnaire. Monitors also observed whether interviewers were appropriately dressed for Zoom calls, that their backgrounds were neutral or they were using the study-approved virtual background, their environment was free of noise and other distractions, and that their audio/video quality were good.

The supervisors regularly gave positive and critical feedback to interviewers based on observations from the monitoring sessions. Interviewers were coached as needed on aspects of their performance and compliance with the ANES interviewing protocol. Examples of this feedback and coaching included when to share and stop sharing their screen with the respondent booklet, adjusting their talking pace to the pace of the respondent, probing techniques, and recording open-ended respondent answers verbatim. Retraining was provided to interviewers individually if required, and as a group when improvements and updates to overall procedures were implemented.

ANES and Project Staff Video Monitoring

ANES and Westat project staff members also monitored several interviews during the data collection period. Most of these observations were conducted during the pre-election interview phase, but several were conducted during early post-election interviewing.

Monitoring sessions by Stanford, Michigan, and Westat staff required facilitation by a telephone team leader, in order to be connected to a video interview in-progress or just starting. These sessions were scheduled in Skype for Business (Westat’s corporately supported video conferencing platform at the time) for the observers and facilitator so that the interviewer and respondent were not intimidated by additional observers directly in Zoom during the interview. The TRC facilitator joined the interview as a quality assurance monitor through Zoom, as described above, and then shared her Zoom screen with the client and Westat observer(s) in the Skype session. This set up also allowed the TRC facilitator and the other observers in the monitoring session to communicate with each other, as necessary, during the interviews about what they were observing. Interviewers were told that the client and project staff would occasionally be observing along with the quality assurance monitor, but interviewers could not tell when additional observers were present.

These monitoring sessions were typically scheduled for 2 to 3 hours at a time, which enabled observers to watch parts of several different interviews. This provided an opportunity to observe a wider breadth of interviewer and respondents in a single session, which increased the efficiency and utility of each monitoring session for the observers. Client and project observers shared key points of their observations with the TRC staff as another feedback loop to interviewers for improving performance or offering praise. Protocol adjustments and interviewer retraining resulted from these observations as needed.

Inbound Telephone Interviewing

In mid-October, Westat launched a small inbound telephone interviewing effort with cases from the 3B web and 3C video samples that had yet to begin the interview process. Data collection for this contact mode ran from October 16 through November 2, 2020.
Nonresponding addresses or participants were pushed to telephone via a letter mailed to the sampled address asking them to call a dedicated ANES telephone number to complete the interview. Telephone interviewing was inbound only, meaning respondents had to call in to be interviewed, rather than interviewers calling out to reach respondents. Interviews were administered by data collectors in Westat’s TRC.

For households where a respondent had not been sampled, the initial invitation to complete the screener and a telephone interview was sent via FedEx overnight on October 15, followed by a follow-up postcard. For sampled respondents, the telephone interview invitation was sent via FedEx overnight on October 19, followed by an email and postcard reminder. For the 3C video sample, the telephone invitations were scheduled to coincide with the end of the pre-election video data collection on October 15.

Participant Booklets were enclosed in the telephone invitation mailing, allowing SPs to reference the booklet during the telephone interview. If the SP did not have the participant booklet at the time of the telephone interview, the interviewer could email the PDF version of the booklet to the SP at the beginning of the interview (see Participant Booklets section below).

Invitations were mailed to 2,305 sample 3C (video) cases resulting in 63 telephone completes. Of the 4,265 telephone invitations mailed to 3B (web) cases, 74 completed the telephone interview.

**Participant Booklets**

The pre-election and post-election Participant Booklets included the response options or graphic for questions that require a visual reference during an interviewer-administered interview. These questions include those involving complex topics, containing a long list of responses options, or requiring a graphic (such as a scale). The same booklet was used for all video and telephone cases.

While the booklets are used for FTF interviews in a typical ANES cycle, their use was modified for video and telephone administration. For video interviews, interviewers shared a PDF of the booklet onscreen during the video interview for questions requiring the booklet. When this was not possible, interviewers could offer to email the SP the PDF to view on their local device. For telephone interviews, respondents referenced a hardcopy version of the booklet mailed along with the telephone interview invitation or the interviewer could email the PDF. The hard copy pre-election Participant Booklet included 16 pages, stapled in the middle. The post-election Participant Booklet included 31 pages. Separate versions were printed for English and Spanish.

**Special Initiatives**

Several initiatives were launched throughout the field period to implement targeted measures outside of the larger study protocol. These included a refusal conversion team tasked with boosting video interview response rates, outbound telephone interviewing for the returning sample, and several ad hoc mailings targeted to specific groups.

**Refusal Conversion Team**

Several weeks into the pre-interview data collection, the response rate for the 3C video had been consistently under target and not showing signs of improving. Therefore, several interventions were put
in place to help improve video cooperation. One of these special efforts was the implementation of a pair of interviewers who were particularly knowledgeable about the study, were skilled at gaining cooperation techniques, and were trained on special handling of cases, known as the refusal conversion team.

The refusal conversion team was tasked with placing outbound telephone calls to non-cooperating video cases and asking them if they had concerns about participating in the study and how they might help make the interview easier for the respondent to complete.

The interviewers were trained to elicit information from these respondents about their reasons for not wanting to participate or barriers to participation in the study. They were also empowered to offer reluctant respondents any and all of the following (in the order listed), based on the respondent’s reasons for not wanting to or not being able to complete the interview:

- An alternative video conferencing platform to Zoom, for completing a video interview, such as FaceTime;
- An increased incentive amount of $200 for completing a video interview; and
- The web interview mode, when it was determined that completing a video interview would be impossible, e.g., the respondent did not have access to a computer or mobile device with a camera and microphone.

Video sample cases were eligible for a telephone call by the refusal conversion team when:

- The screener had been completed and a respondent selected, and
- The respondent had not started the interview.

The interviewers were provided an introductory script to use when calling and speaking with a respondent (Exhibit 5-5). They were also provided scripted responses for overcoming objections, depending on the respondent’s concerns or reasons for not participating in the study.

**Exhibit 5-5. Conversion team telephone introductory script**

Hello! My name is [NAME] and I am contacting you on behalf of the American National Election Studies.

We recently invited you to take part in a video interview and noticed that you have not yet been able to complete it. This is the first year we’ve done video interviewing, so it’s important for us to understand how people feel about doing video interviews.

Did you encounter any problems or have any concerns about the interview? What are they?

The refusal conversion effort took place September 15-21, 2020. Interviewers made up to three telephone call attempts to reach the respondent for each case, leaving a voice mail message after the second call attempt. Calls were made across different times of the day and different days of the week. If more than one telephone number was on file for a respondent, each telephone number was called at least once. Each interviewer was provided a Westat iPhone to use when making these calls, so they
could leave their name and individual telephone number on voicemail messages, to make the calls appear more personal to respondents.

If the case had no telephone number on file, the interviewer sent an email to elicit any respondent concerns about participation and let them know how important their participation was (see Exhibit 5-6). The increased incentive amount and alternative interview modes were not mentioned in the email, but if the respondent called or emailed back, the interviewer was instructed to offer these interventions, as appropriate.

**Exhibit 5-6. Refusal conversion team email**

```
Subject: Following up on the ANES survey you started

Hello! My name is [NAME], and I am emailing you on behalf of the American National Election Studies that we are conducting for Stanford University and the University of Michigan.

We recently invited you to take part in a video interview and noticed that you have not yet been able to complete it. This is the first year we’ve done video interviewing, so it’s important for us to understand how people feel about doing video interviews.

Could you please give me a telephone call at [NUMBER]? It would really help to hear about any concerns you have or problems that you encountered.

Thanks, and talk to you soon,

[NAME]
```

Of the 422 cases that qualified for a refusal conversion contact; 364 had a telephone number, 52 had an email address but no telephone number, and 11 had no contact information. As interviewers worked their way through their assigned cases, they monitored case statuses each day for completes before attempting to contact the respondent; calls were not placed to completed cases (n = 20). Other cases were not called due to information previously documented about the case, such as firm refusals or respondents not available for the data collection period (n = 40). Of the cases with a telephone number, interviewers reached and spoke with the respondent or another household member for 49 cases.

After each completed call with a respondent, the interviewer documented the outcomes of the call by answering a short post-contact questionnaire, shown in Exhibit 5-7.

Exhibit 5-8 shows the outcome of completed calls based on interviewer answers to the post-contact questionnaire.
### Exhibit 5-7. ANES 2020 – Post-contact questionnaire for video conversion team

<table>
<thead>
<tr>
<th>Case ID</th>
<th>Date</th>
<th>Time</th>
</tr>
</thead>
</table>

#### Outcome of contact
1. Completed interview by video
2. Scheduled appointment for video interview
3. Agreed to complete video interview later, but didn’t schedule an appointment
4. Pushed to web
5. No compatible device, awaiting invitation to participate by telephone
6. Status unchanged
7. Refused – soft/not final
8. Other, specify: ______________________

#### Did you offer... (check all that apply)
1. an escalated incentive of $200
2. the ability to conduct the interview by FaceTime
3. other special treatment, specify: ______________________
4. none of these

#### Issues mentioned by respondent (check all that apply)
1. Uncomfortable with technology generally
2. Uncomfortable with videoconferencing generally
3. Uncomfortable with Zoom specifically
4. Did not want their image appearing on video
5. Did not want their surroundings appearing on video
6. Concerned that they are being recorded
7. Privacy/confidentiality of videoconferencing generally
8. Privacy/confidentiality of Zoom specifically
9. Security concerns about installing Zoom app
10. Technical difficulties in installing the Zoom app
11. Problems with them seeing us
12. Problems with us seeing them
13. Problems with them hearing us
14. Problems with us hearing them
15. Does not have a video camera
16. Does not have a screen/display
17. Does not have speakers
18. Does not have a microphone
19. Does not have a capable device (smartphone, tablet, computer, laptop) at all
20. Other, specify: ______________________

#### Did the respondent volunteer that they would be willing to complete the interview by another mode?
1. Yes, on the phone
2. Yes, as a web questionnaire
3. Yes, by a different kind of video connection, specify: ______________________
4. Yes, by another method, specify: ______________________
5. No

#### Other comments: ______________________
Exhibit 5-8. Post-Contact Questionnaire results

<table>
<thead>
<tr>
<th>Refusal conversion outcomes</th>
<th>Cases</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outcome of Contact</strong></td>
<td></td>
</tr>
<tr>
<td>Completed interview by video</td>
<td>0</td>
</tr>
<tr>
<td>Scheduled appointment for video interview</td>
<td>1</td>
</tr>
<tr>
<td>Agreed to complete video interview later, but didn’t schedule an appointment</td>
<td>28</td>
</tr>
<tr>
<td>Pushed to web</td>
<td>10</td>
</tr>
<tr>
<td>No compatible device, awaiting invitation to participate by telephone</td>
<td>0</td>
</tr>
<tr>
<td>Status unchanged</td>
<td>6</td>
</tr>
<tr>
<td>Refused – soft/not final</td>
<td>16</td>
</tr>
<tr>
<td>Other (mostly hard refusals)</td>
<td>8</td>
</tr>
<tr>
<td><strong>Special Treatment Offered</strong></td>
<td></td>
</tr>
<tr>
<td>An escalated incentive of $200</td>
<td>17</td>
</tr>
<tr>
<td>The ability to conduct the interview by FaceTime</td>
<td>0</td>
</tr>
<tr>
<td>Other special treatment</td>
<td>0</td>
</tr>
<tr>
<td>None of these</td>
<td>50</td>
</tr>
<tr>
<td><strong>Issues Mentioned By Respondent</strong></td>
<td></td>
</tr>
<tr>
<td>Uncomfortable with technology generally</td>
<td>3</td>
</tr>
<tr>
<td>Uncomfortable with videoconferencing generally</td>
<td>7</td>
</tr>
<tr>
<td>Uncomfortable with Zoom specifically</td>
<td>0</td>
</tr>
<tr>
<td>Did not want their image appearing on video</td>
<td>11</td>
</tr>
<tr>
<td>Did not want their surroundings appearing on video</td>
<td>3</td>
</tr>
<tr>
<td>Concerned that they are being recorded</td>
<td>9</td>
</tr>
<tr>
<td>Privacy/confidentiality of videoconferencing generally</td>
<td>6</td>
</tr>
<tr>
<td>Privacy/confidentiality of Zoom specifically</td>
<td>0</td>
</tr>
<tr>
<td>Security concerns about installing Zoom app</td>
<td>0</td>
</tr>
<tr>
<td>Technical difficulties in installing Zoom app</td>
<td>4</td>
</tr>
<tr>
<td>Problems with them seeing us</td>
<td>0</td>
</tr>
<tr>
<td>Problems with us seeing them</td>
<td>0</td>
</tr>
<tr>
<td>Problems with them hearing us</td>
<td>1</td>
</tr>
<tr>
<td>Problems with us hearing them</td>
<td>0</td>
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<td>Does not have a microphone</td>
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<tr>
<td>Does not have a capable device (smartphone, tablet, computer, laptop) at all</td>
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<td><strong>Total Post-Contact Questionnaires Completed</strong></td>
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Reinterview Sample Outbound Telephone Interviews

Beginning October 22, 2020, an outbound telephone interviewing initiative was launched for sample Group 2 cases in an attempt to boost response rates for populations underrepresented in the sample at that time. These groups included respondents with one or more of the following characteristics: age 18-29, high school credential or less, Black, Hispanic, or non-voter. Cases from the reinterview sample were targeted, as these characteristics were known from the 2016 interview, with 402 cases identified.

The identified cases were mailed a postcard on October 22, 2020, with instructions to complete the survey online for an increased incentive of $200. Staff made outbound calls beginning the same day, in an effort to complete the pre-election interview by telephone. Two call attempts were made to the maximum of three telephone numbers available for each SP. When the SP could not be reached, staff left a voicemail if possible. If the SP was reached, but preferred to complete the pre-election survey by web rather than telephone, that was offered as well.

Due to the ad hoc nature of this effort and associated technical constraints of the interviewing system, the interviewer-administered version of the questionnaire was not accessible for the reinterview sample cases. Instead interviewers administered the self-administered version of the questionnaire by telephone, with guidelines on how to handle specific types of questions and make them more appropriate for telephone administration.

Respondents who completed the pre-election survey with an outbound telephone interviewer were called again to complete the post-election interview and offered another incentive of $200. Interviewers again administered the web version of the questionnaire in a telephone interview, without the option for SPs to self-administer the questionnaire.

Of the 402 cases targeted during the pre-election phase, 23 completed the pre-election interview by telephone, and 71 completed by web. For the post-election, 17 of the 23 cases completed the interview by telephone, while 63 of the 71 completed by web. The call instructions and call script for these interviews can be found in Appendix E.

Ad Hoc Mailings

Throughout the data collection period, several ad hoc mailings occurred (see Appendix F). The purpose of each is described below.

Respondents who did not provide a name. On certain occasions, respondents completed the survey but did not provide a name for their check. In such situations, we sent a letter to the household with details of when the survey was completed and asked the person to contact us in order to receive their payment.

Respondents for whom the pre-election survey was in progress, sent October 27, 2000. At the end of October we identified 230 web respondents who had started, but not yet completed, the pre-election survey. A postcard was sent to this group to remind the pre-election respondent to go back online and complete the survey. For n = 84 cases where the selected respondent was not the screener respondent, postcards were inserted into a FedEx envelope with a $5 bill attached and sent by FedEx Standard Overnight. The rest were sent by USPS First Class mail and included no money.
Returning sample respondents for whom mail was returned with a forwarding address, sent October 20, 2020. At the end of October we sent a letter to two reinterview sample respondents who met the following conditions: (1) mail was returned as PND (postal non-deliverable) with a forwarding address, (2) forwarding address was different from the 2016 address on file, and (3) pre-election survey status was “CD-complete, ineligible” because someone completed the screener indicating they were not the respondent. Case status was reset before letters were sent. Letters had the study FAQs attached, included a $10 bill, and were sent by USPS First Class mail.

Technical Difficulties in Blaise

Throughout the field period respondents reported experiencing various technical problems with the website, the most common being a “Renderstate is null” error message. When respondents experienced this problem, the screen would appear to be loading and they were not able to proceed to the next portion of the interview. The renderstate bug affected cases across sample groups, device types and browsers. Most of the cases were resolved by having the respondent switch to a different device and/or browser.

During the Pre-election period, we received 92 calls and emails to the help desk about the renderstate issue, reflecting 65 unique cases. Of the 65, we were able to resolve the issue for 54 who went on to complete the Pre-election interview. The number of additional respondents who experienced this problem without contacting the help desk is unknown but likely exceeds the number contacting the help desk.

Westat corporate and project IT staff worked closely with Statistics Netherlands, the makers of the Blaise survey software, to diagnose and resolve the renderstate problem. Acknowledged by Statistics Netherlands as a Blaise system problem, it was a high priority for both organizations, but extremely difficult to reproduce and diagnose, and we upgraded Blaise twice in production in order to resolve it. By late October 2020, we had a stable Blaise version that allowed us to collect data without systems problems, including 900 cases on the first day of the Post-election survey.
6. DATA COLLECTION DATES

Data collection began with the mailing of advance letters and emails on Monday, August 10, 2020, followed by an invitation containing the URL and password sent by mail on August 17 or by email on August 18. The first online survey completions occurred on August 18, 2020. Data collection for the pre-election phase nominally ended on Monday, November 2, although a few interviews already in progress were completed in the early morning hours of Election Day on November 3 (before 6:00am). The election was called by most major media sources on November 7, and data collection for the post-election phase began with one interview on Sunday, November 8 and 876 interviews on Monday, November 9. Near the end of the field period, respondents were told data collection would end on December 31, 2020, but the survey was left open over the New Year’s weekend and the final interview was completed the morning of Monday, January 4, 2021.

Figure 6-1 shows a cumulative graph of the number of survey completions by date. Table 6-1 shows the number of pre-election survey completions by day. Post-election completions are shown in Figure 6-2 and Table 6-2.
## Table 6-1. Pre-election completions by day: ANES 2020 Time Series Study

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<th>Reinterview Day</th>
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<th>Fresh rep. 1 Day</th>
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Table 6-1. Pre-election completions by day: ANES 2020 Time Series Study -- continued

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Methodology Report for the ANES 2020 Time Series Study 58
Notes: Completion date is missing for one case. No interviews were done Sept 12 due to a technical malfunction.

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Figure 6-2. ANES 2020 cumulative interviews by day, post-election
7. Interview Validation & Respondent Substitution

Purpose

An interview validation effort was undertaken for purposes of quality control, with the primary aims of learning whether the person who was selected for the study was the same person who completed the pre-election interview, and whether the person who completed the pre-election interview was the same person who completed the post-election interview – that is, “was the right person interviewed?” In addition, we aimed to correct errors in the data regarding the respondent’s name, age, or sex, and to learn about the causes or circumstances surrounding respondent substitution or apparent inconsistencies in the data for the sampled person and the respondent.

Switching vs. Substitution

When considering interview validation it is helpful to distinguish the events of “respondent switching” and “respondent substitution.” Switching occurs when different people complete the pre- and post-election interviews. Substitution occurs when someone other than the sampled person completes the pre- or post-election interview. A switching event may or may not entail substitution, and a substitution event may or may not entail switching. If Jane Doe answers the screener, and her husband John Doe is selected for the study, but Jane Doe completes the pre-election self-administered web interview in his place, that is substitution but not switching. If John later completes the post-election interview, that is switching but not substitution. On the other hand, if the sampled person completes the pre-election interview and someone else completes the post-election interview, that is both switching and substitution.

Both switching and substitution are a concern in self-administered interviews, but there has been very little evidence available about either phenomenon in the ANES before the 2020 validation effort. The focus of the validation effort was on substitution, but information was also collected regarding switching.

Identifying Cases of Concern

We identified inconsistencies in case data for names, ages, and genders, and we flagged cases of concern based on these inconsistencies. The sample was stratified into four tiers: not a concern, some concern, high concern, or highest concern. The following four criteria were applied.

1. In a fresh sample case (referred to as sample “group 3”), it appeared that the screener informant (SI; the person who answered the screener) went ahead to complete the pre-election interview when someone else in the household was selected. If the case met one of the following criteria (a), (b), or (c) then it was flagged as “some concern;” if it met two or more of these it was “high concern”:
   a. SI was not selected for the Pre and SI gender matched Pre gender and mismatched selected R gender (n=512)
   b. SI was not selected for the Pre and SP (Selected Person for the Pre) age at screener differed from Pre age by 11 years or more (n=139)
c. SI was not selected for the Pre and staff flagged the case as having a concerning discrepancy in participant name records\(^2\) \((n=269)\)

2. In a fresh sample case (group 3), it appeared another form of respondent substitution was performed: the SI was selected but did not continue and another HH member answered the questionnaire in their place. If the case met one or more of the following criteria it was flagged as “some concern.”
   a. SI was selected for the Pre and there is a screener-survey gender discrepancy \((n=124)\)
   b. SI was selected for the Pre and was flagged for name discrepancy in staff review \((n=15)\)

3. In a reinterview case (group 2), persistent characteristics of the respondent changed between 2016 and 2020. If one changed, the case was set as “some concern;” if (c) plus one or more of (a) or (b) were true, the case was set as “high concern.”
   a. DOB changed (i.e. any element of day, month, or year was not identical) \((n=339)\)
   b. Gender changed \((n=104)\)
   c. There was a name discrepancy based on review by staff \((n=21)\)

4. In the staff’s best judgment, the respondent comments, email, case notes, or other case-specific investigation warranted a particular classification. Based on this review, 14 cases were flagged as concerns, including 5 as “highest concern”.

Based on these criteria, 1,134 cases (14 percent) out of a reviewed set of 8,280 completions or sufficient partials were classified as having at least some concern about possible respondent substitution. These cases are identified in variable V200005. Of the “high concern” cases, most (213 of 240; 89%) were fresh sample cases where someone other than the screener informant was selected for the interview, and the pre-election respondent’s gender differs from the screener informant’s (though it should not), and the names differ where they should match (e.g., “John” was selected and the respondent is registered to vote as “Jane”).

Validation Pretest

To test procedures for case validation, 65 cases were selected – 20 each from the cases classified as no concern, some concern, and high concern, and 5 of highest concern – and validation interviews were attempted by four validation interviewers between December 7 and 14, 2020.

Validation pretest interviews were conducted by phone where possible. For cases with phone numbers on file, up to two contact attempts were made to each number, and a voicemail was left on the first attempt if contact was not made. If phone attempts were not successful, and there was an email address on file, an email was sent to the respondent. Cases with only an email address on file were contacted once by email.

\(^2\) Staff reviewed all the R names for each case to indicate either no significant concern or to indicate a significant subjective concern about inconsistency of reported names among the invitation name, the screener name, and the name by which the R was registered to vote. Discrepancies not considered serious included apparent typos or nicknames or differences that may reflect use of a middle name, or a check issued to a different name than the respondent. There were 305 cases flagged for concern as a result of this subjective review.
Exhibit 7-1 shows the phone guidelines developed for this activity. Validators were instructed to not read this as a verbatim script, as they needed flexibility to address the range of responses that might be encountered. The first paragraph was used for voicemail messages if needed, with the validator’s name and callback number appended.

Exhibit 7-1. Phone guidelines for validation

Hi, this is [IWR NAME] calling from the American National Election Studies for [R NAME] about the questionnaire you answered for us in [MONTH]. I want to thank you for participating in the study and helping to make it accurate. I just have a (couple of/few) questions to make sure that our information is correct.

1. Do you remember completing the American National Election Study? [IF NO: I have a record of a [MODE: web questionnaire/phone interview/video interview] done on [DATE(S)] with [R NAME]. It would have taken an hour or more and afterward we sent you a check for $[INCENTIVE]. Did you personally do [that interview/those interviews]? Do you know who did?]

2. Our records show that the person selected for the study was a [SP AGE] [SP GENDER] named [SP NAME]. Is that correct? PROBE: What is your relation to this person?

3. IF NAMES ARE DISCREPANT: We have different names connected to your interview(s). [READ AND DESCRIBE NAMES]. Are those correct? (PROBE: Are those the same person?)

4. IF GENDER DISCREPANT: We have different records about your gender. [DESCRIBE]. What is correct?

5. IF AGE DISCREPANT: We have different records of your age. [DESCRIBE]. What is correct?

6. IF R IS NOT THE SP: We appreciate your willingness to participate in the study. Do you know why [SP NAME] did not participate?

Those are all my questions. Thank you for your help today.
Exhibit 7-2. Email text for validation pretest

Dear [R NAME],

We are reaching out to you because our records show that you recently participated in the American National Election Studies.

Did you personally answer the ANES questionnaire? Do you remember how long it took?

Our database also shows that you are a [SP GENDER] [SP AGE]. Please verify that this is correct as well.

Sincerely,

American National Election Studies

Validation interviewers reported findings that included the following elements: (1) indication of whether the participant clearly was the selected person, clearly was not the selected person, or whether this remained uncertain, (2) corrections to existing data (if any), and (3) one to several sentences explaining what was learned about who completed the survey and why any discrepancies or substitution occurred.

Based on the pretest effort, the following changes to the contact protocol were made:

- Send an email as soon as an unsuccessful call attempt is made, even if a voicemail was left. Email often yielded a response when a phone call did not.
- Include a name in the email signature to appear more legitimate and personal.
- For cases flagged as a concern, explain up front that some data discrepancies were found and we want to confirm who completed the survey.
- Validate Pre-election and Post-election surveys at the same time. It was determined during validation that in at least one case, the wrong person completed the Pre, but the correct person completed the Post.

Main Validation Study Methods

The validation study was conducted between January 25 and March 12, 2021, after the post-election data collection was completed. Other than the cases already worked in the validation pretest, all cases of concern were selected for inclusion (with 2 ultimately excluded for administrative reasons), as well as a random sample of 732 cases that were of no concern. Counting the pretest and main study, 1,864 cases were assigned to be worked. Of these, 17 were Spanish language cases and had validation attempted in Spanish, and 88 were cases where no phone number or email address was available, so contact with the respondent could not be made.

Validation interviewers completed three rounds of contact for this set of cases:

1st round: January 25 - February 12, 2021
2nd round: February 15-26, 2021
3rd round: March 1-12, 2021
For cases with phone numbers on file, three contact attempts were made to each number (one per round), and a voicemail was left on each attempt. In each round, if phone attempts were not successful for a given case, an email was sent shortly afterward. For cases with only an email address, all contact attempts were by email.

The email text was slightly different for each round. During the first round, a few respondents expressed concern that we contacted them to verify personal details, so the second round email addressed this and assured respondents of continued confidentiality and anonymity. See Exhibits 7-1 and 7-3 for phone guidelines and email text.

If the initial email reply from a respondent needed clarification, the validator responded as needed, tailoring follow-up questions to the situation. Phone interviews remained flexible as well.

Exhibit 7-3. Email text for main validation effort

All emails were addressed to “Dear [FULL NAME OF SELECTED PERSON]” and signed as follows:

Sincerely,

[Full Name of Validator]
American National Election Studies

Round 1:
I am reaching out to you because our records show that you recently participated in the American National Election Studies on [PRE DATE] [and [POST DATE]]. [We found some discrepancies in the data and want to confirm who completed the survey(s).]
Did you personally answer the ANES questionnaire(s)? Do you remember how long [it/each one] took?
[One of our records also shows that you are a [SP AGE] [SP GENDER], but another record shows a different [AGE/GENDER/AGE AND GENDER]. Would you please verify the correct information for your age and gender?
/
Our records also show that you are a [SP AGE] [SP GENDER]. Would you please verify this information?]
Exhibit 7-3. Email text for main validation effort (continued)

**Round 2:**
I am reaching out to you again to follow up on my previous email. If you could take a moment to review and verify the information below, we would really appreciate it. This is part of our standard validation process to ensure that the surveys were completed by the correct person. This is important for the integrity of the data we collect, and to ensure a representative sample of the U.S. population. You will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know your household participated.

Thank you for your time and your participation in our study.

**Round 3:**
I am reaching out to you one last time to follow up on my previous emails. Your response is not required, but it will help us to confirm that the surveys were completed by the correct person. If you can, please take a moment to verify the information below. Thank you for your time.

Did you personally answer the ANES questionnaire(s)? Do you remember how long [it/each one] took?

[One of our records also shows that you are a [SP AGE] [SP GENDER], but another record shows a different [AGE/GENDER/AGE AND GENDER]. Would you please verify the correct information for your age and gender?]

/ 

Our records also show that you are a [SP AGE] [SP GENDER]. Would you please verify this information?

**Validation Results**

Clear validation information was collected from 1,117 cases of the 1,864 selected (60%). We found 254 cases of respondent substitution, where the wrong person answered the questionnaire, and 208 cases where a correction to the data was made, and 655 where the existing data were validated and no corrections were required. Results are summarized in Table 7-1.
These results corroborate the process by which we initially stratified the sample by levels of concern. Among validated cases, problems were found in only 4 percent of cases of “no special concern,” they were found in 60 percent of cases of “some concern,” and they were almost universal in cases of high concern (99 percent).

If we assume that the validation responses are representative of the full sample in the three strata of concern, we can use the validation results to estimate the incidence of various results in the full sample. This assumption may be naive and biased toward under-estimate of errors and substitutions because nonresponse to the validation effort may be positively correlated with errors and substitutions. That is, if non-respondents to the validation inquiry had higher problem rates than respondents to the validation inquiry, the following estimates may under-state the problem rates. Under this assumption, approximately 6 percent of all respondents were not the sampled persons and an additional 7 percent of cases have an error in the participant’s name, age (date of birth), or gender. Results are shown in Table 7-2.

Table 7-2. Naïve estimates of full sample problem rates (unweighted)

<table>
<thead>
<tr>
<th>Status</th>
<th>No special concern</th>
<th>Some concern</th>
<th>High/highest concern</th>
<th>All sample</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percent</td>
<td>Number</td>
<td>Percent</td>
</tr>
<tr>
<td>All correct</td>
<td>6,875</td>
<td>96.2</td>
<td>356</td>
<td>40.3</td>
</tr>
<tr>
<td>Error in name, age, or gender</td>
<td>228</td>
<td>3.2</td>
<td>283</td>
<td>32.1</td>
</tr>
<tr>
<td>Respondent substitution</td>
<td>46</td>
<td>0.6</td>
<td>244</td>
<td>27.7</td>
</tr>
<tr>
<td>Pre-post R switching</td>
<td>0</td>
<td>0.0</td>
<td>139</td>
<td>15.7</td>
</tr>
</tbody>
</table>

Note: switching and other errors are not mutually exclusive.

Based on the cases where the correct respondent was interviewed, we estimated that in the full sample the prevalence of errors prior to validation may have been 4.9% for age, 3.2% for gender, 1.8% for both age and gender, and 6.3% overall for an error of age or gender. After the validation and correction process, these error rates are estimated at 3.3% for age, 1.4% for gender, 0.8% for both age and gender, and 3.9% of the sample may have an error of age or gender.

**Respondent substitution**

As noted, we identified 254 cases of respondent substitution. If the observed substitution rates in the strata of concern predict substitution rates for unobserved cases in their respective strata, there were an additional 227 substitutions, for an estimated total of 481 out of 8,280 interviews, or 5.8 percent.
All but 4 cases of substitution occurred at the pre-election phase; there were only 4 cases discovered where the pre-election survey was done by the sampled person but the post-election survey was done by someone else.

Among the 254 cases of substitution, the same person completed the pre- and post-election interviews 38 percent of the time (98 of 255), and different people were determined to have done the pre- and post-election interviews 53 percent of the time (in 140 cases). This was not determined in 17 cases (7%).

Most confirmed substitutions (174 of 254, or 68 percent) were the spouse of the selected person. Only one substitution was determined to be not a household member. Eighty-two percent of substitutions were determined to be a spouse, other relative, or other household member of the selected person; in the remaining cases (17%) the relationship was undetermined.

In the modal substitution case, substitution occurred at the pre-election stage when the screener informant completed a pre-election interview that was intended for the screener informant’s spouse, and this usually happened by mistake. Less than 10 percent of substitutions were found to have occurred because the selected person refused, was unable, or was unavailable to complete the survey, but the reason for substitution was not determined in 93 cases (36%).

As a point of clarification, all substitutions and switching were done by survey respondents of their own initiative; ANES staff, letters, and instrumentation never sanctioned switching or substitution.

**Respondent switching pre- and post-election**

If someone in the sampled household who was not the selected person completes the pre- and post-election interviews, this is a source of error, but it may have different consequences than if the selected person completes the pre-election survey but a different person completes the post (or, conversely, if a non-selected person completes the pre-election survey and the selected person completes the post).

The validation study identified no cases of respondent switching among the cases of no special concern, 66 cases among those of “some concern,” and 74 cases among those of “high concern” (1.7% of responding cases; not shown in tables). Based on these rates of switching, we can extrapolate an estimate that 269 cases of respondent switching occurred in the full sample (Table 7-2). Of the 269 estimated cases of switching, 140, or 52 percent, are positively identified by V200007 (values of 2 or 3, indicating whether the non-selected person did the pre-election or the post-election interview). We can also estimate that among the cases classified as “no special concern” (V200005=0), there were no substitutions, or very few. Therefore, for analyses that would be adversely affected by substitution (such as predictions of post-election behavior based on pre-election responses), data analysts may consider running a robustness check by repeating analyses on the subset of cases that were validated as having the same pre- and post-election respondents (V200007=1) or that were of no concern (V200005=0).

**Validation data**

Data from the validation study are included in the main ANES 2020 Time Series Study data file and in the methodology data file. The main dataset includes the following:

- **Eligibility concerns** (V200005) indicates whether ANES flagged a case for having inconsistencies in reported name, age, or gender that suggested possible respondent substitution.
• **Eligibility outcome** (V200006) codes the outcome of the validation study as indicating that the person who responded to the pre-election questionnaire definitely was the selected person, was not the selected person, or this was uncertain or not determined.

• **Pre- and Post-election selection status** (V200007) indicates whether respondent switching occurred between the pre- and post-election interviews, or whether this was not determined.

• **Validation study outcome** (V200008) summarizes outcomes from the validation study, such as confirming that the right person was interviewed and no corrections were needed.

• **Corrections to preliminary data** (V200009) indicates if the full-release dataset reflects changes made since the preliminary release, in the age, gender, or other variables, as a result of the validation study or related review.

The methodology dataset includes the following:

• **Validation interviewer ID** (V204300) distinguishes the interviewers who conducted the validation interview by telephone or email.

• **Sampled person’s relationship to R where substitution occurred** (V204301) indicates how the person selected for the interview during screening (i.e. the sampled person) relates to the person who actually completed the interview, if these people differed.

• **Reason for name discrepancy if name records discrepant** (V204302) explains the cause of a name discrepancy, such as different people completing different interviews, or a name change, or an erroneous report.

• **Reason for age discrepancy** (V204303) gives the reason for an age discrepancy as determined by the validation interview process.

• **Reason for gender discrepancy** (V204304) gives the reason for a gender discrepancy as determined by the validation interview process.

• **Reason for respondent substitution** (V204305) gives the reason why the person who completed the interview was not the person who was selected by the screener to be the respondent (if substitution occurred).

• **Corrected age** (V204306) gives the corrected age reported during the validation interview process.

• **Corrected gender** (V204307) gives the corrected gender reported during the validation interview process.

**Recommendations for ANES methodology**

Most people who were willing to speak by phone did so in the first round. Email was a highly successful mode of contact for validation, particularly in the second and third rounds when the phone response rate dropped. Respondents did not seem to mind multiple follow-up emails, so email should be used in future validation studies, particularly after initial telephone contact is unsuccessful.

For the vast majority of cases in which the wrong person was interviewed, the reason given was confusion about the selection process. As a result, the following changes to the Screener protocol should be considered for future studies.

• The very beginning of the screener should orient the respondent to the process, with something like: “Before we begin, we need to ask you a few a questions to determine who should take the survey.”
• Collect each household member’s initials/nickname on the roster as part of the selection process, so that we can refer to sampled person explicitly when describing who was selected.
• Refer to both the screener respondent and selected person by their initials/nickname when describing who was selected, regardless of who was selected. For example: “Thank you, [SCREENER R INITIALS], you have been selected for the survey...” or, “Thank you for answering these questions, [SCREENER R INITIALS]. We will mail your thank-you of [SCREENER INCENTIVE] to...” Then: “[SP INITIALS] has been selected for the study....”
8. DISPOSITIONS AND OUTCOME RATES

Dispositions refer to the results of attempts to contact or interview a sampled unit, such as a household or person. The dispositions describe every case in the sample and can be used to calculate various outcome rates, such as response rates.

Table 8-1 shows the final disposition of every sampled address for the pre-election phases of the study. Dispositions are described as follows.

10. “Completed pre-election interview.” A screener was completed, an eligible person was selected for the online questionnaire, and this individual completed the questionnaire.
11. “Sufficient partial.” The interview ended before the last question but after the respondent was asked the SELFGEND_GENDTYP item.
20. “Breakoff.” Started the online questionnaire but did not finish it and ended before the SELFGEN_DENDTYP item.
21. “ Eligible non-response.” A screener was completed and an eligible member of the household was selected for the main survey but the selected person did not start the online questionnaire. This includes 5 cases from the re-interview sample who completed the brief screener but did not start the main pre-election interview, and who did not qualify for disposition 28 because they completed the brief screener.
22. “Reinterview nonresponse.” In the 2016 reinterview sample, the selected person did not respond to the 2020 interview and did not fit the criteria for any of the other non-response categories 20-29.
23. “Reinterview deceased.” An eligible 2016 respondent was determined to have died.
25. “Reinterview vacant.” The housing unit at the most recent known address for an eligible 2016 respondent was found to be vacant.
26. “Reinterview undeliverable.” The US Postal Service returned mail to the most recent known address for an eligible 2016 respondent marked undeliverable.
27. “Reinterview other non-contact.” An eligible 2016 respondent did not complete the 2020 pre-election study and never contacted the help desk, or someone completed the brief screener for a reinterview respondent and said they were not the selected person.
28. “Reinterview other contact not complete.” Someone contacted the help desk but the eligible 2016 respondent never completed the survey, or the brief screener was started but not completed.
29. “Refusal (after screening).” A screener was completed and an eligible person was selected, but that person affirmatively refused to participate.
30. “Incomplete screener.” Someone started screener but either did not complete it (51 cases) or skipped one or more questions that were required in order to select an eligible person (5 cases).
31. “Non-resident, temporary stay.” Someone responded to the mail invitation by indicating that they did not live at the sampled address and were staying there temporarily. No one who lived at the sampled address responded to the invitation. This disposition and the related dispositions 32, 33, and 34 are categorized as “contacts” in this report because someone responded to the mailed invitation by logging into the online survey, however, based on the information reported in that online survey, these dispositions may not be considered household contacts in the traditional sense of making contact with a responsible resident of the sampled dwelling unit.
32. “Non-resident, misdelivery.” Someone responded to the mail invitation by indicating that they did not live at the sampled address and the invitation letter had been delivered to them by mistake. No one from the sampled address responded to the invitation.
33. “Non-resident, forwarded mail.” Someone responded to the mail invitation by indicating that they did not live at the sampled address and that the letter had been forwarded to them. No one from the sampled address responded to the invitation.

34. “Non-resident, other.” Someone responded to the mail invitation by indicating that they did not live at the sampled address and that they had received the letter in some other way that was not specified. No one who lived at the sampled address responded to the invitation.

35. “Refusal (before screening).” During a contact by telephone, mail, or email, someone responded to the invitation by refusing to participate in the study and communicating this refusal to Westat.

41. “Mailed with no response or return.” The invitation protocol was followed and no mail was returned as undeliverable and no one logged into the survey or contacted Westat to refuse.

50. “Screened, no adult citizen.” The online screener was completed and the household informant reported that no one living at the address was an adult U.S. citizen.

51. “Screened, not a household.” The online screener was completed and the informant reported that the address was an institution or group quarters, not a household.

52. “Returned mail, vacant.” Mail to the address was returned by the Postal Service marked “vacant.”

53. “Returned mail, other ineligible.” Mail to the sampled address was returned for another reason that indicated the address was not an occupied household, such as “deceased” or “undeliverable as addressed.”
There were 19,991 addresses in the ANES sample (excluding the GSS sample). Of these, 8,280 completed the pre-election interview (including 114 “sufficient partial” interviews). There were 1,980 determined to be eligible who did not respond, 8,213 where eligibility was not determined (including 7,887 where there was no response to screening requests and no mail was returned), and 1,518 determined to be ineligible.

In the post-election survey (not shown in a table), the 8280 pre-election cases with complete interviews were invited. Of these, 7,453 completed the post-election interview and 827 did not respond. The remaining cases in the sample were not eligible for the post-election study because they did not complete the pre-election study.

Response Rates and Other Outcome Rates

Outcome rates are shown in Table 8-2.
Table 8-2. Outcome rates for the ANES 2020 Time Series Study (unweighted)

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Sample group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2</td>
</tr>
<tr>
<td>Observed eligibility, e</td>
<td>1.000</td>
</tr>
<tr>
<td>Screening rate (screener AAPOR RR1)</td>
<td>NA</td>
</tr>
<tr>
<td>Response or reinterview rates</td>
<td></td>
</tr>
<tr>
<td>Minimum (AAPOR RR1)</td>
<td>.779</td>
</tr>
<tr>
<td>Minimum (AAPOR RR1) w/o suff. partials</td>
<td>.773</td>
</tr>
<tr>
<td>Est. based on observed e (AAPOR RR3)</td>
<td>.779</td>
</tr>
<tr>
<td>Maximum (AAPOR RR5)</td>
<td>.779</td>
</tr>
<tr>
<td>Refusal rate, minimum (AAPOR REF1)</td>
<td>.030</td>
</tr>
<tr>
<td>Refusal rate, est. w. e (AAPOR REF2)</td>
<td>.030</td>
</tr>
<tr>
<td>Household contact rate, min. (AAPOR CON1)</td>
<td>1.000</td>
</tr>
<tr>
<td>Cooperation rate (AAPOR COOP3)</td>
<td>.779</td>
</tr>
</tbody>
</table>

Note: "Response or reinterview rates" for Group 2 are reinterview rates; other groups show response rates. The Group 2 response rate would be the product of the reinterview rate and the 2016 RR. Results are not weighted. NA: not applicable for the sample group(s).

Outcome rates are provided for each sample group. Group 2 is the 2016-2020 panel, for which reinterview rates are provided. The re-interview rate for this sample group was 78 percent.

Groups 3A, 3B, and 3C are, respectively, the web-only sample, the mixed-web sample (web and telephone), and the mixed-video sample (video, web, or telephone), and for these groups response rates are provided. We conservatively estimated response rates assuming all addresses with unknown eligibility had an eligible person. This assumption defines the response rate formula known as AAPOR response rate 1, in which the numerator for the response rate is the number of completed interviews and the denominator is the maximum number of potentially eligible sample members. These numbers were given in table 8-1. For the entire fresh sample (sample groups 3A, 3B, and 3C), the study’s response rate calculated by this method was 37 percent. For the web-only group the minimum response rate was 38 percent; for the mixed-web group the minimum response rate was 40 percent; for the mixed-video group it was 28 percent.

We also estimated a response rate based on the assumption that the eligibility rate, e, at addresses where eligibility was not determined was the same as the eligibility rate at addresses where eligibility was determined. For the web-only group that eligibility rate, e, was 81.6 percent, which gives an estimated response rate of 42 percent. This approach to the response rate is known as AAPOR response rate 3.

We also estimated the maximum response rate (AAPOR response rate 5), which reflects the assumption that all of the cases where eligibility was undetermined were ineligible. This rate is used to establish a boundary for reference, not as a credible estimate of the study’s response rate.

The screening interview had an overall response rate of 45 percent for the combined sample (3A+3B+3C) using the AAPOR response rate 1 formula. The numerator for the screener response rate is the number of cases that completed a screening interview, which is defined as dispositions 10 (completed main interview), 11 (sufficient partial), 20 (breakoff), 21 (eligible respondent, non-response...
to the pre-election interview), 29 (refusal after screening), 50 (screened, no adult citizen), and 51 (screened, not a household). The denominator for the screener response rate is the maximum number of sampled addresses that could have been eligible for the screener, which is the numerator plus the number of cases in dispositions 30 through 41 (incomplete screener and non-resident cases, where we did not determine if anyone eligible for the study lived at the sampled address). These totals were given in Table 1.

The refusal, contact, and cooperation rates are not very meaningful for a mail survey of this design. Because the second largest disposition category (after survey response) is “mailed with no response and no return,” and because we cannot know how many of these letters were received and read, we cannot know how many respondents were “contacted” in the sense of receiving the survey invitation, nor can we know how many “refused” in the sense of understanding the invitation and consciously declining to participate. Nor can we know the denominator for a meaningful cooperation rate, which would be the number of people effectively contacted. Our “refusal” statistics refer to affirmative refusals that were communicated to us, but it is likely that non-communicative refusals were far more numerous. With these caveats, Table 8-2 shows refusal, contact, and cooperation rates calculated using standard formulas. The refusal rate is the number of refusals we received divided by the maximum number of eligible cases. The contact rate is the number of contacts divided by the number of contacts plus the number of non-contacts with unknown eligibility. The cooperation rate is the number of interviews divided by the number of contacts.

Post-election rates

Reinterview and response rates for the post-election survey are shown in Table 8-3.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Sample group</th>
<th>2: Reinterview</th>
<th>3A: web only</th>
<th>3B: mixed web</th>
<th>3C: mixed video</th>
<th>3A &amp; 3B</th>
<th>All fresh (3A,B,C)</th>
<th>All sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-election interviews</td>
<td></td>
<td>2839</td>
<td>2283</td>
<td>2407</td>
<td>751</td>
<td>4690</td>
<td>5441</td>
<td>8280</td>
</tr>
<tr>
<td>Pre-election rate</td>
<td></td>
<td>77.9</td>
<td>37.8</td>
<td>39.7</td>
<td>27.6</td>
<td>38.8</td>
<td>36.7</td>
<td>NA</td>
</tr>
<tr>
<td>Post-election interviews</td>
<td></td>
<td>2670</td>
<td>2012</td>
<td>2136</td>
<td>635</td>
<td>4148</td>
<td>4783</td>
<td>7453</td>
</tr>
<tr>
<td>Post-election conditional reinterview rate</td>
<td></td>
<td>94.0</td>
<td>88.1</td>
<td>88.7</td>
<td>84.6</td>
<td>88.4</td>
<td>87.9</td>
<td>90.0</td>
</tr>
<tr>
<td>Post-election overall rate</td>
<td></td>
<td>73.2</td>
<td>33.3</td>
<td>35.3</td>
<td>23.3</td>
<td>34.3</td>
<td>32.3</td>
<td>NA</td>
</tr>
</tbody>
</table>

Note: For sample group two, rates are reinterview rates; for other sample groups, rates are response rates (RR1). NA means not applicable.
9. DATA PROCESSING AND CODING

Data processing activities included cleaning, labeling, and formatting the data for public release, producing summary variables for analyst convenience, and redacting and coding open-ended responses.

Summary or Derived Variables

Numerous variables on the data file are summary variables, derived from questionnaire responses from more than one questionnaire item. Variables with names ending in the letter ‘x’ are summary variables.

Redacting Open-Ended Responses

Responses to open-ended questions have been redacted and publicly released in a file separate from the main data file. These text data can be reviewed, coded, and merged with the main data file. Before public release, all open-ended data were reviewed and responses or portions of responses were redacted if they could contribute to the risk that a respondent could be identified. Information such as individuals’ names, the names of places or employers, and other identifying information was replaced with “[REDACTED]” or with a description of what was redacted. For example, if a hypothetical respondent described their occupation as “professor of political science,” the response would be edited to “professor of [REDACTED ACADEMIC FIELD].”

Coding Open-Ended Responses

Manual Coding of Other Open-Ended Responses

A process of manual coding assigned codes to the responses to open-ended questions, including what the respondent likes and dislikes about the presidential candidates, likes and dislikes about the Democratic and Republican parties, the respondent’s occupation, and the most important problems facing the country. The coding methods for these questions are based on the coding methods developed for the ANES 2008 Time Series study, which were described in the reports for that project on the ANES website: http://www.electionstudies.org/studypages/anes_timeseries_2008/anes_timeseries_2008_CodingProject.htm

Computer Coding of Political Knowledge Responses

The open-ended political knowledge items asking what job or political office was held by Mike Pence, Angela Merkel, Vladimir Putin, John Roberts, and Nancy Pelosi were coded by computer using scripts based on scripts originally developed for the ANES 2008 Time Series study and shown to be very reliable for the 2008 data. The scripts recognized responses in both English and Spanish, including some common misspellings or typographical errors, such as “cheif” for “chief.” One code is provided for the question about Vice President Mike Pence. Two alternative codes are provided for the other figures. These variables ending in “y1” were prepared using methods analogous to the knowledge codes released for the 2012 Time Series study. In 2016 both alternatives were provided.

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3 See Matthew DeBell. 2013. Harder than it looks: coding political knowledge on the ANES. Political Analysis, 21, 393-406.
Mike Pence (V202138y), the Vice President of the United States. This item is coded correct if the answer says “Vice President” or “VP” or other abbreviations of Vice President. Otherwise it is coded incorrect. This coding follows the method described by DeBell (2013, see footnote above) as Cheney Scheme 1.

Nancy Pelosi (V202139y1), the Speaker of the U.S. House of Representatives. This is coded correct if the response means head, leader, or speaker of the House or Congress, and is otherwise coded incorrect. Specifically, if the response includes the word “house,” “congress,” (the second “s” is not necessary), “camara,” (Spanish for house), and also includes the word “speak,” “head,” “leader,” “chief,” “presidente,” or “jefe,” and does not say “majority leader,” it is coded as correct. Otherwise it is coded as incorrect. This coding follows the method described by DeBell (2013) as Pelosi Scheme 3.

Nancy Pelosi scheme 2 (V202139y2). If the response contains the word “house” or “camara” and also contains the word “speaker,” this is coded as fully correct. If the response contains any of the words “house,” “rep” (including space after the letter p), “representative,” “camara,” or “representantes,” this is coded as partly correct. Otherwise it is coded as incorrect. This coding follows the method described by DeBell (2013) as Pelosi Scheme 2.

Angela Merkel (V202140y1), the Chancellor of Germany. This is coded to a very permissive standard. If the response says that Merkel is a leader or says that she is from Germany or Berlin, it is coded as correct. Otherwise it is coded as incorrect. Specifically, it is coded as correct if the response includes one of the following words or text strings: chancellor, leader, pm, prime min, head, canciller, president, primer ministro, german, aleman, or berlin. (Note that coding to accept “german” means that “Germany” is accepted.) This coding follows the method described by DeBell (2013) as Brown Scheme 3 (adapted for nationality of the official).

Angela Merkel scheme 2 (V202140y2). This is a stricter version of the Merkel coding. It is coded correct if the response means German leader and is otherwise coded incorrect. Specifically, it is coded correct if the response includes the word chancellor, leader, pm, prime min, head, canciller, president, or primer ministro. This coding follows the method described by DeBell (2013) as Brown Scheme 2.

Vladimir Putin (V202141y1), the President of Russia. Like the “a” code for Angela Merkel, this is coded to a permissive standard that treats the response as correct if the response says Putin is a leader or is from Russia. Specifically, it is coded as correct if the response includes any of the words leader, pm, prime min, head, canciller, president, or primer ministro. This coding follows the method described by DeBell (2013) as Brown Scheme 3.

Vladimir Putin scheme 2 (V202141y2). This is a stricter version of the Putin coding in V202141y1, equivalent to the “y2” code for Angela Merkel. It is coded correct if the response means Russian leader and is otherwise coded incorrect. Specifically, it is coded correct if the response includes the word Russia, rusia, or ruso and also includes the word leader, pm, prime min, head, president, or primer ministro. This coding follows the method described by DeBell (2013) as Brown Scheme 2.

John Roberts (V202142y1), the Chief Justice of the United States. If the words “chief” and “justice” are present, or if the response means head or chief judge or justice in the US, this is coded as correct. If the response does not meet that standard but does indicate that Roberts is a judge or chief or is connected to a court, then this is coded partly correct. Specifically, for partial credit the response must contain any one of the following words: chief, justice, court, supreme, judge, or various misspellings of these. For full
credit the response can combine the words “chief” and “justice.” For full credit the response can also combine the words chief, head, jefe, top judge, president, or juez principal with the words supreme court, high court, sc, tribunal suprem, or corte suprema. For full credit the response can also combine chief, head, or top with judge, justice, or just, and also combine these with supreme court, high court, sc, united states, or us. Other responses that are given full credit include president del tribunal supremo, president de la corte suprema, and jefe de justicia de la corte suprema. This coding follows the method described by DeBell (2013) as Roberts Scheme 5.

John Roberts scheme 2 (V202142y2). This is coded correct if the words “chief” and “justice” are both present, including common misspellings as “chef” or “cheif,” and is otherwise coded incorrect. This coding follows the method described by DeBell (2013) as Roberts Scheme 3.

Political Knowledge “Catch” Question

In online tests of political knowledge it is not unusual for survey respondents to look up the answers rather than answering based on what they know or can guess. The questionnaire asked respondents to answer based on their knowledge without looking up the answers. The questionnaire also asked a “catch” question, designed to be so difficult that no respondent would know the answer without looking it up, to detect (or catch) respondents who looked up the answer. This question asked what job or political office was held by Lemanu Peleti Mauga, who was the Lieutenant Governor of American Samoa. The answers to this question were coded in V202136y.

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10. Weights

The complex sample design for the ANES 2020 survey required the construction of sample weights to account for the design and allow proper estimation of the precision of the estimates. The multi-frame design for the 2020 web survey (GSS, ANES 2016 reinterview, and fresh cross-sectional samples randomly assigned to one of three possible data collection protocols) offered the opportunity to create a variety of weights appropriate for different analytic purposes. For ease of explanation, the ANES 2020 sample components are referred to as follows:

<table>
<thead>
<tr>
<th>Sample component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GSS respondent sample</td>
</tr>
<tr>
<td>2</td>
<td>ANES 2016 reinterview sample</td>
</tr>
<tr>
<td>3A</td>
<td>Fresh cross-sectional (web only)</td>
</tr>
<tr>
<td>3B</td>
<td>Fresh cross-sectional (web to phone)</td>
</tr>
<tr>
<td>3C</td>
<td>Fresh cross-sectional (web to video)</td>
</tr>
</tbody>
</table>

Separate cross-sectional weights were created for each sample component as appropriate (no sample for GSS in pre-election), each accounting for the selection probabilities of the addresses, differential nonresponse, calibration to known external data, and the frame from which each respondent comes. In addition, composite weights were computed that combine some of the components. Composite weighting was used in 2016 to produce weights for the combined web and FTF components and a similar approach was used for the 2020 survey.

For 2020, several sets of weights were created. For the pre-election survey, there are four separate sets of cross-sectional weights that are appropriate for producing estimates from each component of the web sample (2, 3A, 3B, and 3C). For the post-election survey, there are separate cross-sectional weights for these four components and the GSS respondent sample (1). Because of the sample sizes and nature of these component surveys, the primary purpose of these weights was to serve as the main input to create the composite weights. These weights were also used for some evaluations of the quality of the particular sampling and collection scheme. In all, there are nine sets of cross-sectional weights. For the reinterview sample component in particular, the cross-sectional weights were designed to represent the current (2020) population, except that persons under age 22 are not represented. In other words, the population of inference is the population of person eligible in both 2016 and 2020. These weights were only used as input to the composite weights.

The ANES 2016 reinterview sample (2) cross-sectional weights were designed to use the reinterview cases to represent the 2016 continuing population. These weights started with the final weights from the 2016 post-election interview that combined the 2016 web and FTF respondents. They are used for the ANES reinterview respondents who complete the 2020 survey. For these weights, sample-based raking was used to take advantage of additional data available for the reinterview respondents. Next, eight sets of composite weights were also created for the following groups of sample components:

- 3A, 3B, and 3C compositied (pre- and post-election surveys);
- 2, 3A, 3B, and 3C compositied (pre- and post-election surveys);
- 2, 3A, and 3B compositied (pre- and post-election surveys);
- 1, 2, 3A, and 3B compositied (post-election survey only); and
• 1, 2, 3A, 3B, and 3C composited (post-election survey only).

All of these sets of weights involved the weighting steps described in Section 7.1 below. In order to successfully implement the procedures to construct the post-election survey composited weights that involve the GSS respondent sample component, NORC provided the selection probabilities for each sampled record along with an adjustment for nonresponse to the GSS, and auxiliary variables for calibration adjustments that match those used for the other samples. Thus, there are 17 sets of cross-sectional and composited weights needed for analyses.

In summary, the following sets of weights were produced:

1. ANES reinterview cross-sectional pre-election weight, for analysis of reinterview cases alone to represent the 2020 population, using pre-election data only.
2. Group 3A pre-election weight, for analysis of group 3A alone, using pre-election data only.
3. Group 3B pre-election weight, for analysis of group 3B alone, using pre-election data only.
4. Group 3C pre-election weight, for analysis of group 3C alone, using pre-election data only.
5. ANES fresh sample composite pre-election weight, for analysis of groups 3A, 3B, and 3C combined, using pre-election data only.
6. ANES composite pre-election weight, for analysis of sample groups 2, 3A, 3B, and 3C combined, using pre-election data only.
7. ANES composite pre-election weight, for analysis of sample groups 2, 3A, and 3B combined, using pre-election data only.
8. ANES reinterview cross-sectional post-election weight, for analysis of reinterview cases alone to represent the 2020 population, using post-election data only or a combination of pre- and post-election data.
9. Group 3A post-election weight, for analysis of group 3A alone, using post-election data alone or in combination with pre-election data.
10. Group 3B post-election weight, for analysis of group 3B alone, using post-election data alone or in combination with pre-election data.
11. Group 3C post-election weight, for analysis of group 3C alone, using post-election data alone or in combination with pre-election data.
12. GSS post weight, for analysis of the GSS post-election cases alone or in combination with merged variables from the GSS 2020 dataset.
13. ANES fresh sample composite post-election weight, for analysis of groups 3A, 3B, and 3C combined, using post-election data alone or in combination with pre-election data.
14. ANES composite post-election weight, for analysis of sample groups 2, 3A, 3B, and 3C combined, using post-election data alone or in combination with pre-election data.
15. ANES composite post-election weight, for analysis of sample groups 2, 3A, and 3B combined, using post-election data alone or in combination with pre-election data.
16. ANES-GSS post weight, for analysis of sample groups 1, 2, 3A and 3B using post-election data alone or in combination with pre-election data.
17. ANES-GSS post weight, for analysis of all sample groups (1, 2, 3A, 3B, 3C) using post-election data alone or in combination with pre-election data.

General Weighting Steps

Weighting adjustments were performed separately for each of the sample components, where the goal was to create weights for each of the components that took advantage of the available information,
which varied depending on the sample. Some of the adjustments applied to all sample components and some of the adjustments applied only to certain sample components. Details of this are in the descriptions of each adjustment below.

The overall steps in the weighting process for cross-sectional and composite sets of weights was as follows:

- Construction of base weights—the base weights are the reciprocals of the selection probabilities for each address for 3A, 3B, and 3C (the base weights for the other components are identified in the next section);
- Construction of jackknife replicate weights—the replicate weights are designed to allow the user to easily produce valid jackknife variance estimates based on the sample design;
- Adjustment for addresses where eligibility is unknown (3A, 3B, 3C);
- Screener nonresponse adjustment (3A, 3B, 3C);
- Adjustment for within-household sampling (3A, 3B, 3C);
- Pre-election nonresponse adjustment (2, 3A, 3B, 3C);
- Pre-election raking and trimming (using the pre-election nonresponse adjusted weights: 2, 3A, 3B, 3C);
- Post-election raking and trimming (using the pre-election raked weights for 2, 3A, 3B, and 3C and using adjusted base weights for 1);
- Three sets of composite pre-election raking and trimming weights:
  - One set using the final pre-election raked weights for 3A, 3B, and 3C;
  - One set using the final pre-election raked weights for 2, 3A and 3B; and
  - One set using the final pre-election raked weights for 2, 3A, 3B, and 3C.
- Five sets of composite post-election raking and trimming weights:
  - One set using the final post-election raked weights for 3A, 3B, and 3C;
  - One set using the final post-election raked weights for 2, 3A, 3B, and 3C
  - One set using the final post-election raked weights for 2, 3A and 3B;
  - One set using the final composite post-election raked weights for 2, 3A, 3B, and final raked weights for 1; and
  - One set using the final composite post-election raked weights for 2, 3A, 3B, and 3C and final raked weights for 1.

The next sections describe these weighting calculation steps in detail. Finally, design effects are described.

**Weight Calculations Prior to Raking**

**Base Weights**

For 3A, 3B, and 3C, the full sample base weight for each sampled address was constructed as the inverse of the probability of selection for each address. For 2, since all respondents from 2016 were included, the full sample base weight was the final 2016 post-election survey weight and was used as the initial weight. For 1, final nonresponse adjusted GSS survey weights were provided by NORC to use as the ANES base weight.

**Replicate Weights**
One important advantage of using replication to estimate variances is that it accounts for adjustments that are made in weighting. A jackknife-2 (JK2), or paired stratified jackknife replication method, was used in 2016 to create replicates. The JK2 method was appropriate for the FTF survey since the sample design was stratified and could be represented by pairs of units within each primary sampling unit (PSU). Since composite weights were formed for this survey and the web survey in 2016, the web survey replication was also set up using the JK2 method.

For 2020, the same 133 replicates that were constructed in 2016 for the ANES 2016 reinterview cases (2), 100 of which were from the web survey and the other 33 of which were from the FTF survey, were used. The fresh web sample cases (3A, 3B, 3C) and the GSS sample cases were incorporated into the replication structure for 2020 using the JK2 method as well.

The variance strata for the 2016 web survey were created by randomly sorting the sampled addresses and numbering them in pairs, such that 100 variance strata (replicates) were created. Within each variance stratum, addresses were assigned a value of 1 or 2 to create the variance units. For each of the other fresh sample components (3A, 3B, and 3C), 100 replicates were created using the same approach. The replicate scheme used for the GSS sample component (1) used this same approach as well, creating 64 replicates using information from NORC about the sampling strata for each sampled record. For the composite weights, the replicates from each sample component were overlapped to create 133 total replicates that account for all sample components. The additional 33 replicates for the fresh sample components and the additional 69 replicates for the GSS component contained the full sample final weights for the fresh and GSS samples, and were created so that all 133 replicates from the reinterview sample were accounted for.

**Unknown Eligibility Adjustment (3A, 3B, 3C)**

In the fresh web sample (3A, 3B, 3C), not all sampled addresses were ascertained as being residential or not, since addresses were mailed a letter inviting someone from the household to participate in a survey administered on the web. In this situation, there are often many sampled units from which no response is ever obtained. For this general category of addresses, unreturned mail, eligibility was uncertain at the completion of the screener. Since it was not known if unreturned mail addresses were eligible or not, the number of eligible addresses among them was estimated. This estimate was then used in the screener nonresponse adjustment process to adjust the weights accordingly.

The screener nonresponse adjustments within each specified adjustment cell are equal to the summation of base weights over all eligible addresses in the cell, divided by the summation of base weights for all screener respondent households in the cell. The numerator included all sample units which were definitely identified as being eligible (respondent or not), and excluded all sample units which were definitely identified as being ineligible. For the set of addresses for which eligibility was unknown, the estimated portion of eligible addresses – \( e \) – was computed as the observed proportion of screener eligible addresses, calculated to be 84.5 percent, and added to the numerator.

**Screener Nonresponse Adjustment**

Given that nonresponse is a major and continuously growing problem with virtually every survey, appropriate nonresponse adjustments to the weights were developed at both the screener stage and the pre-election stage of weighting (see Section 4) for the applicable sample components.
The nonresponse adjustment cells were defined to be heterogeneous in response propensity (the probability of responding) across cells, and homogeneous in response propensity within cells. The final nonresponse adjustments are equal to the inverse of the base-weighted response rates within the selected nonresponse adjustment cells. These cells were defined separately for the sample components.

The SAS software routine HPSPLIT was used to define nonresponse cells within each sample component for screener nonresponse and for pre-election nonresponse (see Section 4). Details on HPSPLIT can be found in https://support.sas.com/documentation/onlinedoc/stat/141/hpsplit.pdf.

Nonresponse Adjustment (3A, 3B, 3C). For the fresh web sample components, 2020 used the same approach that was used in 2016 to adjust for screener nonresponse.

For 3A, a total of 2,797 of the 6,648 sampled addresses were screener respondents, 524 were ineligible addresses, and 3,327 were unreturned and resulted in unknown eligibility. The overall weighted screener response rate accounting for unknown eligibility was 46 percent. Among the 2,797 screener respondents, 2,665 were eligible to continue to the pre-election survey.

For 3B, a total of 2,874 of the 6,670 sampled addresses were screener respondents, 519 were ineligible addresses, and 3,277 were unreturned and resulted in unknown eligibility. The overall weighted screener response rate accounting for unknown eligibility was 47 percent. Among the 2,874 screener respondents, 2,730 were eligible to continue to the pre-election survey.

For 3C, a total of 1,277 of the 3,027 sampled addresses were screener respondents, 266 were ineligible addresses, and 1,484 were unreturned and resulted in unknown eligibility. The overall weighted screener response rate accounting for unknown eligibility was 46 percent. Among the 1,277 screener respondents, 1,219 were eligible to continue to the pre-election survey.

Nonresponse adjustment cells for screener nonresponse adjustment were formed within the Census region for each eligible household. In addition, we evaluated using the number of contact attempts to correct for nonresponse, but this characteristic did not improve the results, so ultimately it was not used. For each region, the following characteristics were used to further define response cells:

- Dwelling type (single family, multi-family, or missing);
- Whether or not the address has a telephone number associated with it (provided on the sample); and
- Census division.

For 3A, this resulted in 13 adjustment cells, with adjustment factors ranging from 1.60 to 2.63 with a median of 2.02. For 3B, this resulted in nine adjustment cells, with adjustment factors ranging from 1.60 to 2.31 with a median of 1.95. For 3C, this resulted in eight adjustment cells, with adjustment factors ranging from 1.60 to 2.28 with a median of 2.00.

The unknown eligibility adjusted full sample and replicate weights were adjusted for screener nonresponse using the final adjustment cells and resulting factors.

Nonresponse Adjustment (1, 2). Since there is not a screener determination of eligibility for the GSS or reinterview samples, the nonresponse adjustment was different. For the reinterview sample, a sample-
based raking adjustment was used for to adjust for pre-election nonresponse as discussed later. For the GSS sample, there was not a separate adjustment for nonresponse at any point.

**Within-Household Sampling Adjustment (3A, 3B, 3C)**

After the screener interview is administered, one eligible adult citizen was randomly selected from each household to complete the pre-election and post-election surveys for the fresh web sample (3A, 3B, 3C). To account for this selection, the full sample and replicate screener nonresponse adjusted weights for these sample components were adjusted by a factor equal to the number of eligible adult citizens within each household. The factor was capped at four to avoid large weights.

The GSS and reinterview samples consisted of sampled persons who had already been identified, so this adjustment was not necessary for those sample components.

**Pre-Election Nonresponse Adjustment (2, 3A, 3B, 3C)**

Similar to the screener nonresponse adjustment, nonresponse adjustment cells for the pre-election survey were defined to be heterogeneous in response propensity (the probability of responding) across cells, and homogeneous in response propensity within cells.

As was done in 2016, two variables from the screener were used to form the pre-election nonresponse adjustment cells for the fresh web sample components:

- Gender; and
- Number of eligible adults in the household (1 or more than 1).

For 3A, 3B, and 3C, full data were available for number of eligible adults in the household. For cases missing gender, a distribution-based imputation was done to assign a value. All three sample groups had four adjustment cells with no collapsing needed.

For 3A, there were 24 missing values for gender, with 16 randomly assigned to be male and 8 to be female. The adjustment factors ranged from 1.12 to 1.19 with a median adjustment factor of 1.18. For 3B, there were 22 missing values for gender, with 9 randomly assigned to be male and 13 to be female. The adjustment factors ranged from 1.09 to 1.17 with a median adjustment factor of 1.14. For 3C, there was one missing values for gender, randomly assigned to be male. The adjustment factors ranged from 1.45 to 1.73 with a median adjustment factor of 1.62.

The reinterview sample was also adjusted for pre-election nonresponse. The adjustment was done by sample type (2016 FTF or Internet) and gender. There were 20 missing values for gender, with 14 randomly assigned to male and 6 randomly assigned to female. The adjustment factors ranged from 1.24 to 1.47 with a median adjustment factor of 1.35. Other adjustments for this sample were handled in the raking step.

The screener nonresponse adjusted full sample and replicate weights that were adjusted for within-household sampling were then adjusted for pre-election nonresponse using the final adjustment cells and resulting factors.
Since the GSS sample is only part of the post-election survey, no pre-election nonresponse adjustment was necessary for this sample component.

**Pre- and Post-Election Raking & Composite Weights**

Raking is a calibration weighting process that adjusts the full sample and replicate weights for survey respondents iteratively to independent control totals for various demographic categories. The process has the effect of differentially adjusting the weights of the sampled households within groups of demographically similar households, so that the total sum of weights for the sampled households equals the corresponding independent control totals for all households. These demographic groups are the raking dimensions. The weights are adjusted to equal the totals within the cells for each dimension in an iterative process, until the process converges, and every dimension’s cell totals equal the independent control totals. Raking was done separately for each of the three fresh web sample components (3A, 3B, 3C). Raking was also used for the reinterview pre- and post-election surveys, and for the post-election survey for the GSS sample, but it was sample-based.

Raking dimensions for both the pre- and post-election raking included the set of dimensions used for 2016, but with educational attainment expanded to five categories. In addition, several additional dimensions were evaluated in order to try to mitigate bias observed in vote choice, which is a key outcome of the ANES. Population density, household income, and whether or not the respondent said they voted early) were added to the set used in 2016 after the evaluation was complete. A vote choice variable, VOTE_2016, was used for the reinterview pre-election raking only (see the discussion on sample-based raking below).

The following dimensions were ultimately used:

- Age by gender;
- Race/ethnicity by educational attainment;
- Marital status by gender;
- Race/ethnicity by Census region;
- Nation of birth;
- Home tenure by Metropolitan status;
- Population density;
- Household income;
- Early voter status; and
- Vote choice in 2016 (reinterview pre-election raking only).

Two other dimensions, “Biden republicans” and “Trump republicans,” were also evaluated but not deemed useful. Both “Biden republicans” and “Trump republicans” were first defined by using the pre-election vote choices for president and for the house from each respondent. “Biden republicans” were defined as voting for someone other than Trump for president while voting for republican house choices. “Trump republicans” were defined as voting both for Trump and for republican house choices. Next, characteristics associated with each of these were modeled using the SAS procedure HPSPLIT to define the raking adjustment cells. Neither dimension helped to mitigate the potential bias in the vote choice outcome, so they were not included in the final pre-election raking.

Election outcome quartile for each county was also evaluated as a potential raking dimension, and again was not found to be useful.
See Table 10-2 at the end of this section for specific categories and control totals for each dimension.

In order for the raking process to converge, variables that are used to form the raking dimensions must be fully available (not missing) from both the respondents to the survey and from the control data, and must be coded identically on each data set. A hot deck imputation procedure was used to impute any survey items that needed imputation prior to raking. Ordinarily the most recent Current Population Survey (CPS) would be used to develop the control totals for raking. However, due to Covid-19, data collection efforts were affected and nonresponse bias in the CPS has increased since April 2020. Therefore, the March 2020 CPS was used to develop the control totals for raking for all dimensions.

Sample-based Raking Adjustment (2). A sample-based raking approach was used to adjust the reinterview cases back to the same totals as produced from the 2016 post-election survey. For this purpose, all cases (even deceased adults) were included in the raking. The raking dimensions are consistent with those used for the fresh sample except that early voter status was not used since it was not available from the 2016 ANES data, and there was an additional dimension containing voter turnout and vote choice from 2016 (see Table 10-2 details). The ineligible cases (deceased) were dropped from the file after the sample-based raking. The raked weights were the input to the composite weighting discussed later.

Pre-Election Raking

Several items from the ANES pre-election respondent data from the fresh sample needed imputation prior to raking. These included race/ethnicity (157 missing values), educational attainment (98 missing values), marital status (43 missing values), nation of birth (29 missing values), home tenure (86 missing values), gender (47 missing values), age (258 missing values), income (437 missing values), and whether or not the respondent voted early (660 missing values). A hot deck imputation procedure was used for all items. For all items other than income and early voters, hard boundary variables included Census division and number of eligible adults in the household (recoded to 1 and more than 1). For income, hard boundary variables included educational attainment and age, and soft boundary variables included gender, race/ethnicity, and working status. For early voters, the hard boundary was state and the soft boundary was level of education. For the reinterview, only income (178 missing values) and whether or not the respondent voted early (171 missing values) needed imputation, since 2016 respondent values were used for the raking dimensions in the reinterview sample-based raking. The same hot deck imputation procedure and boundary variables were used for these items as were used for the fresh sample imputation of income and early voters. Once the data were sorted, donors for each missing case were selected at random from the set of cases that matched on the sort variables.

The pre-election nonresponse adjusted full sample and replicate weights for the pre-election respondents were raked until convergence was achieved. In order to avoid extreme weights, trimming was planned in conjunction with the raking to ensure that no raking adjustment factor was allowed to be larger than 5 times the mean adjustment.

For 3A, convergence was achieved in 10 iterations for the full sample weights, and in 8 iterations for the replicate weights. A total of 12 weights required trimming. For 3B, convergence was achieved in 10 iterations for the full sample weights, and in 8 iterations for the replicate weights. A total of 14 weights required trimming. For 3C, convergence was achieved in 13 iterations for the full sample weights, and in 11 iterations for the replicate weights. A total of 8 weights required trimming. Finally, for the
reinterview, convergence was achieved in 9 iterations for the full sample weights, and in 8 iterations for the replicate weights. A total of 2 weights required trimming.

**Post-Election Raking**

Prior to raking the post-election respondents, we tested a post-election nonresponse adjustment on sample component 3A using the pre-election candidate preference. This adjustment did not result in an improvement to the weights so it was not implemented.

The raking procedures were repeated using the set of post-election respondents and the same dimensions that were used for pre-election raking for sample components 3A, 3B, and 3C. The full sample and replicate pre-election raked weights were the input weights for this process. As mentioned earlier, the GSS sample component was also raked using the set of post-election respondents and a subset of the dimensions. We initially attempted to include population density and household income, but neither were useful in mitigating bias, so these dimensions were dropped from the GSS post-election cross-sectional raking.

Several items from the reinterview post-election respondent data needed imputation prior to raking. These included race/ethnicity (69 missing values), educational attainment (33 missing values), marital status (13 missing values), nation of birth (16 missing values), home tenure (31 missing values), gender (20 missing values), and age (96 missing values). Similarly, several items from the GSS post-election response data needed imputation prior to raking, including race/ethnicity (15 missing values), educational attainment (1 missing value), early vote (572 missing values), and marital status (12 missing values). For each of these sample components, a hot deck imputation procedure was used, sorting by Census division. Once the data were sorted, donors for each missing case were selected at random from the set of cases that matched on the sort variables.

The full sample and replicate pre-election raked weights were the input weights for this process. For 3A, convergence was achieved in 11 iterations for the full sample weights, and in 9 iterations for the replicate weights. A total of 6 weights required trimming. For 3B, convergence was achieved in 11 iterations for the full sample weights, and in 9 iterations for the replicate weights. A total of 12 weights required trimming. For 3C, convergence was achieved in 19 iterations for the full sample weights, and in 21 iterations for the replicate weights. A total of 15 weights required trimming. For the reinterview, convergence was achieved in 14 iterations for the full sample weights, and in 12 iterations for the replicate weights. No weights required trimming. Finally, for the GSS sample, convergence was achieved in 9 iterations for the full sample weights, and in 8 iterations for the replicate weights. No weights required trimming.

**Composite Weights**

In order to be able to analyze the combined set of respondents to the ANES web survey components, eight sets of composite weights were constructed. The first two sets consist of respondents in sample components 3A, 3B, and 3C (pre- and post-election composite weights). The third and fourth sets consist of respondents in sample components 2, 3A, 3B, and 3C (pre- and post-election composite weights), the fifth and sixth sets consist of respondents in sample components 2, 3A, and 3B (pre- and post-election composite weights), the seventh set consists of respondents in sample components 1, 2, 3A, and 3B (post-election composite weights only), and the eighth set consists of all five sample components (post-election composite weights only). For the three sets of pre-election composite weights, respondents
from the specified pre-election surveys were combined, using a compositing factor. Final pre-election raked weights from each of the specified sample components were used as the input weights for the pre-election composite raking. The composite factors were applied to the set of respondents to each of the sample components.

To composite the samples, an effective sample size for each component that is the nominal sample size divided by the estimated design effect due to weighting was computed. This estimated design effect for a component is $1 + (\text{coefficient of variation of the weights})^2$. Call these effective sample sizes $ess_k$, where $k$ denotes the component. A composite factor was assigned to each respondent in a sample component to be $\gamma_k = \frac{ess_k}{\sum_1^K ess_k}$.

For the pre-election composite weights involving the reinterview sample, before combining the samples by the composite factors, the fact that the reinterview sample (2) represents a different population than the fresh (3A, 3B, 3C) samples (the reinterview does not contain adults who are first able to vote in 2020) was taken into account. The ‘first-time’ adults (those adults in the fresh samples who could not vote in 2016) were determined using age. These ‘first time’ adults were excluded from the computation of the compositing factor above and these respondents were assigned a factor of 1.

The replicates were also compositied using the same procedures, for each set of pre-election composite weights.

Raking was done using the same dimensions applied to the individual surveys, although we added a new level to the age dimension for the composite weights that includes the reinterview sample to better align with the ‘first time’ adults if the sample size is sufficient. For compositing with the reinterview sample, sample-based control totals were used from the composited 3A, 3B, and 3C composited weights.

For 3A, 3B, 3C pre-election composited weights, convergence was achieved in one iteration for the full sample weights, and in one iteration for the replicate weights. No weights required trimming. For 2, 3A, 3B, 3C pre-election composited weights, convergence was achieved in 6 iterations for the full sample weights, and in 5 iterations for the replicate weights. A total of 21 weights required trimming. For 2, 3A, 3B pre-election composited weights, convergence was achieved in 7 iterations for the full sample weights, and in 5 iterations for the replicate weights. A total of 21 weights required trimming.

For the post-election respondents, the input weights were the composited and raked post-election full sample and replicate weights.

A similar approach was used to create the sets of composited weights for the post-election respondents, which include the GSS post-election respondents in addition to other combinations of sample components. For raking dimensions for which GSS data are not available, including nation of birth, population density, household income, and early voter status, a missing category was included for the GSS respondents.

For 3A, 3B, 3C post-election composited weights, convergence was achieved in 1 iteration for the full sample weights, and in 1 iteration for the replicate weights. No weights required trimming. For 2, 3A, 3B, 3C post-election composited weights, convergence was achieved in 9 iterations for the full sample weights, and in 7 iterations for the replicate weights. A total of 72 weights required trimming. For 2, 3A,
3B post-election composited weights, convergence was achieved in 7 iterations for the full sample weights, and in 5 iterations for the replicate weights. A total of 61 weights required trimming. For 1, 2, 3A, 3B, 3C post-election composited weights, convergence was achieved in 1 iteration for the full sample weights, and in 1 iteration for the replicate weights. A total of 82 weights required trimming. For 1, 2, 3A, 3B post-election composited weights, convergence was achieved in 1 iteration for the full sample weights, and in 1 iteration for the replicate weights. A total of 71 weights required trimming.

While analyzing sets of respondents using a composited weight is desirable, there are a few caveats to this approach. Using composite factors that vary for the sample components has an influence on the survey estimates and variances. In other words, if the sample components have differences, the estimates from the composited weights will look more like survey estimates from the sample components with larger composite factors. Additionally, the variances using the composited weights are different from the variances for the individual sample components.

**Design Effects**

The “design effect” describes the variance of sample estimates compared to the variance that would be obtained from a simple random sample. The complex sampling and weighting used in studies like this one lead to greater variance (in practice, larger sampling errors) than would be obtained with simple random sampling.

Average design effects can be used to estimate the effective sample size of the study, that is, the sample size using a simple random sample that would produce the same amount of statistical power as the current study with its complex design. The square root of the average design effect estimates the average effect on sampling errors due to the study’s design.

For a study with weights scaled to a mean of 1, the average design effect is the sum of the squared weights divided by the sum of the weights. The “root design effect” is the square root of the design effect. The more general formula for the design effect, regardless of how the weights are scaled, is:

\[ DEFF = \frac{n \times w_{sw}}{w_{sw}^2} \]

In the formula, \( DEFF \) is the design effect, \( n \) is the number of responding cases in the sample, \( w_{sw} \) is the sum of the squared weights (i.e., square the weights and then find the sum), and \( w_{sw}^2 \) is the sum of the weights, squared.

Table 10-1 shows the average design effects and root design effects for this study. The average design effect of the combined sample weights for all ANES sample components of the post-election study, 2.14, means that the combined sample’s statistical power is, on average, equivalent to the actual sample size (8,280) divided by 2.14, or 3,869. The root design effect, 1.46, means that the sampling errors for estimates using the post-election combined sample weights are, on average, 1.46 times larger for this study than they would be for an equal sample size with a simple random sample.

Note that the true design effects for individual estimates typically differ from the averages. The differences can be large for estimates involving population subgroups that have received relatively large weighting factors.
### Table 10-1. Average design effects and root design effects for the ANES 2020 Time Series Study

<table>
<thead>
<tr>
<th>Sample weight</th>
<th>Sample group(s)</th>
<th>Design effect (DEFF)</th>
<th>Root design effect (DEFT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>V200010a, Full sample pre-election</td>
<td>2, 3A, 3B, 3C</td>
<td>1.85</td>
<td>1.36</td>
</tr>
<tr>
<td>V200011a, 2016-2020 panel pre-election</td>
<td>2</td>
<td>1.53</td>
<td>1.24</td>
</tr>
<tr>
<td>V200012a, Web-only sample pre-election</td>
<td>3A</td>
<td>1.67</td>
<td>1.29</td>
</tr>
<tr>
<td>V200013a, Mixed-web sample pre-election</td>
<td>3B</td>
<td>1.71</td>
<td>1.31</td>
</tr>
<tr>
<td>V200014a, Mixed-video sample pre-election</td>
<td>3C</td>
<td>1.78</td>
<td>1.33</td>
</tr>
<tr>
<td>V200015a, all fresh sample (excl. 2016) pre</td>
<td>3A, 3B, 3C</td>
<td>1.70</td>
<td>1.30</td>
</tr>
<tr>
<td>V200016a, all ANES sample excl. mixed-video, pre</td>
<td>2, 3A, 3B</td>
<td>1.85</td>
<td>1.36</td>
</tr>
<tr>
<td>V200010b, Full ANES sample post-election</td>
<td>2, 3A, 3B, 3C</td>
<td>2.14</td>
<td>1.46</td>
</tr>
<tr>
<td>V200011b, 2016-2020 panel post-election</td>
<td>2</td>
<td>1.59</td>
<td>1.26</td>
</tr>
<tr>
<td>V200012b, Web-only sample post-election</td>
<td>3A</td>
<td>1.88</td>
<td>1.37</td>
</tr>
<tr>
<td>V200013c, Mixed-web sample post-election</td>
<td>3B</td>
<td>1.93</td>
<td>1.39</td>
</tr>
<tr>
<td>V200014b, Mixed-video sample post-election</td>
<td>3C</td>
<td>2.28</td>
<td>1.51</td>
</tr>
<tr>
<td>V200015b, all fresh sample (excl. 2016) post</td>
<td>3A, 3B, 3C</td>
<td>1.95</td>
<td>1.39</td>
</tr>
<tr>
<td>V200016b, all ANES sample excl. mixed-video, post</td>
<td>2, 3A, 3B</td>
<td>2.13</td>
<td>1.46</td>
</tr>
<tr>
<td>V200017b, GSS, post</td>
<td>1</td>
<td>1.82</td>
<td>1.35</td>
</tr>
<tr>
<td>V200018b, GSS &amp; all ANES sample, post</td>
<td>1, 2, 3A, 3B, 3C</td>
<td>2.13</td>
<td>1.46</td>
</tr>
<tr>
<td>V200019b, GSS &amp; all ANES excl. mixed-video, post</td>
<td>1, 2, 3A, 3B</td>
<td>2.12</td>
<td>1.46</td>
</tr>
<tr>
<td>Characteristic and category</td>
<td>3A, 3B, 3C, 3ABC</td>
<td>2</td>
<td>2-3ABC</td>
</tr>
<tr>
<td>----------------------------</td>
<td>------------------</td>
<td>---</td>
<td>--------</td>
</tr>
<tr>
<td><strong>Age by gender (AGE_SEX)</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: 18-39 male</td>
<td>42,365,861</td>
<td>40,810,968</td>
<td>34,464,807</td>
</tr>
<tr>
<td>2: 18-39 female</td>
<td>43,217,411</td>
<td>41,785,206</td>
<td>34,961,301</td>
</tr>
<tr>
<td>4: 40-59 female</td>
<td>37,525,863</td>
<td>38,778,240</td>
<td>36,748,358</td>
</tr>
<tr>
<td>5: 60+ male</td>
<td>33,013,525</td>
<td>29,993,020</td>
<td>32,450,837</td>
</tr>
<tr>
<td>6: 60+ female</td>
<td>39,216,050</td>
<td>35,686,981</td>
<td>38,674,515</td>
</tr>
<tr>
<td>7: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Race-ethnicity by educational attainment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Hispanic, less than HS</td>
<td>5,189,232</td>
<td>5,023,483</td>
<td>4,528,015</td>
</tr>
<tr>
<td>2: Hispanic, HS</td>
<td>9,584,511</td>
<td>8,350,892</td>
<td>7,765,762</td>
</tr>
<tr>
<td>3: Hispanic, some college</td>
<td>9,491,600</td>
<td>8,203,309</td>
<td>7,954,690</td>
</tr>
<tr>
<td>4: Hispanic, Bachelor's</td>
<td>4,596,649</td>
<td>3,302,536</td>
<td>4,324,934</td>
</tr>
<tr>
<td>5: Hispanic, Master's +</td>
<td>2,005,799</td>
<td>1,706,480</td>
<td>1,964,376</td>
</tr>
<tr>
<td>6: Black, less than HS</td>
<td>3,204,839</td>
<td>3,394,150</td>
<td>2,681,337</td>
</tr>
<tr>
<td>7: Black, HS</td>
<td>9,861,859</td>
<td>9,300,185</td>
<td>9,089,667</td>
</tr>
<tr>
<td>8: Black, some college</td>
<td>8,290,955</td>
<td>8,356,305</td>
<td>8,546,111</td>
</tr>
<tr>
<td>9: Black, Bachelor's</td>
<td>5,045,456</td>
<td>3,815,571</td>
<td>4,992,446</td>
</tr>
<tr>
<td>10: Black, Master's +</td>
<td>2,584,615</td>
<td>2,531,962</td>
<td>2,411,121</td>
</tr>
<tr>
<td>11: Other, less than HS</td>
<td>10,339,920</td>
<td>11,940,364</td>
<td>9,223,928</td>
</tr>
<tr>
<td>12: Other, HS</td>
<td>45,065,338</td>
<td>47,866,981</td>
<td>40,070,660</td>
</tr>
<tr>
<td>13: Other, some college</td>
<td>48,111,078</td>
<td>50,376,390</td>
<td>44,149,164</td>
</tr>
<tr>
<td>14: Other, Bachelor's</td>
<td>42,173,551</td>
<td>34,825,385</td>
<td>41,045,770</td>
</tr>
<tr>
<td>15: Other, Master's +</td>
<td>24,488,722</td>
<td>24,810,266</td>
<td>23,837,817</td>
</tr>
<tr>
<td>16: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
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</tr>
<tr>
<td><strong>Marital status by gender</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Married male</td>
<td>60,417,157</td>
<td>59,110,108</td>
<td>59,363,446</td>
</tr>
<tr>
<td>2: Married female</td>
<td>60,350,074</td>
<td>57,974,052</td>
<td>58,634,643</td>
</tr>
<tr>
<td>3: Others male</td>
<td>15,156,352</td>
<td>15,342,663</td>
<td>14,771,907</td>
</tr>
<tr>
<td>4: Others female</td>
<td>27,328,511</td>
<td>28,187,635</td>
<td>26,794,484</td>
</tr>
<tr>
<td>5: Single male</td>
<td>35,501,292</td>
<td>33,101,061</td>
<td>28,066,270</td>
</tr>
<tr>
<td>6: Single female</td>
<td>32,280,738</td>
<td>30,088,740</td>
<td>24,955,048</td>
</tr>
<tr>
<td>7: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Race-ethnicity by Census region</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Hispanic, Northeast</td>
<td>4,285,833</td>
<td>3,896,544</td>
<td>3,556,050</td>
</tr>
<tr>
<td>2: Hispanic, Midwest</td>
<td>2,884,058</td>
<td>2,355,788</td>
<td>2,804,525</td>
</tr>
<tr>
<td>3: Hispanic, South</td>
<td>11,544,230</td>
<td>9,738,856</td>
<td>10,104,983</td>
</tr>
<tr>
<td>4: Hispanic, West</td>
<td>12,153,669</td>
<td>10,595,511</td>
<td>10,072,218</td>
</tr>
<tr>
<td>5: Black, Northeast</td>
<td>4,540,852</td>
<td>4,073,894</td>
<td>4,144,553</td>
</tr>
<tr>
<td>6: Black, Midwest</td>
<td>5,170,841</td>
<td>4,784,757</td>
<td>4,720,677</td>
</tr>
<tr>
<td>7: Black, South</td>
<td>17,369,269</td>
<td>16,068,130</td>
<td>15,979,751</td>
</tr>
<tr>
<td>8: Black, West</td>
<td>2,906,762</td>
<td>2,471,392</td>
<td>2,875,701</td>
</tr>
<tr>
<td>9: Other, Northeast</td>
<td>31,077,785</td>
<td>31,909,829</td>
<td>28,798,315</td>
</tr>
<tr>
<td>10: Other, Midwest</td>
<td>41,878,897</td>
<td>42,115,735</td>
<td>39,404,074</td>
</tr>
<tr>
<td>11: Other, South</td>
<td>59,162,015</td>
<td>58,350,452</td>
<td>56,453,646</td>
</tr>
<tr>
<td>12: Other, West</td>
<td>38,059,913</td>
<td>37,443,371</td>
<td>33,671,303</td>
</tr>
<tr>
<td>13: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
</tbody>
</table>

Table continues...
### Table 10-2. Raking dimensions and control totals -- continued

<table>
<thead>
<tr>
<th>Characteristic and category</th>
<th>3A, 3B, 3C, 3ABC</th>
<th>2</th>
<th>2-3ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nation of birth</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: U.S. born</td>
<td>209,333,653</td>
<td>204,085,051</td>
<td>195,185,805</td>
</tr>
<tr>
<td>2: Foreign born</td>
<td>21,700,472</td>
<td>19,719,207</td>
<td>17,399,993</td>
</tr>
<tr>
<td>3: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Home tenure by metropolitan status</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Not rented, urban</td>
<td>142,718,894</td>
<td>133,168,613</td>
<td>131,788,684</td>
</tr>
<tr>
<td>2: Not rented, non-urban</td>
<td>26,141,400</td>
<td>25,499,294</td>
<td>24,932,869</td>
</tr>
<tr>
<td>3: Rented, urban</td>
<td>55,662,596</td>
<td>57,553,552</td>
<td>49,821,152</td>
</tr>
<tr>
<td>4: Rented, non-urban</td>
<td>6,511,235</td>
<td>7,582,800</td>
<td>6,043,091</td>
</tr>
<tr>
<td>5: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Population density, persons per sq. mile</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: &gt; 5,450</td>
<td>57,448,614</td>
<td>46,901,350</td>
<td>50,372,984</td>
</tr>
<tr>
<td>2: 2,250 to 5,450</td>
<td>58,068,449</td>
<td>56,305,371</td>
<td>53,407,721</td>
</tr>
<tr>
<td>3: 325 to 2,249</td>
<td>56,971,087</td>
<td>68,793,665</td>
<td>53,347,704</td>
</tr>
<tr>
<td>4: other</td>
<td>58,545,975</td>
<td>51,803,872</td>
<td>55,457,388</td>
</tr>
<tr>
<td>5: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Under $25,000</td>
<td>27,197,588</td>
<td>NA</td>
<td>23,364,813</td>
</tr>
<tr>
<td>2: $25,000 to $49,999</td>
<td>38,977,158</td>
<td>NA</td>
<td>36,885,374</td>
</tr>
<tr>
<td>3: $50,000 to $99,999</td>
<td>67,920,875</td>
<td>NA</td>
<td>63,758,783</td>
</tr>
<tr>
<td>4: $100,000 and over</td>
<td>96,938,503</td>
<td>NA</td>
<td>88,576,827</td>
</tr>
<tr>
<td>5: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Early voters</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Voted early</td>
<td>107,083,657</td>
<td>NA</td>
<td>99,219,428</td>
</tr>
<tr>
<td>2: Voted on election day</td>
<td>61,472,391</td>
<td>NA</td>
<td>56,733,707</td>
</tr>
<tr>
<td>3: Did not vote or missing</td>
<td>62,478,077</td>
<td>NA</td>
<td>56,632,662</td>
</tr>
<tr>
<td>4: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,448,328</td>
</tr>
<tr>
<td><strong>Voter turnout by vote choice in 2016</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Voted for Trump in 2016</td>
<td>NA</td>
<td>72,822,199</td>
<td>NA</td>
</tr>
<tr>
<td>2: Voted for someone else in 2016</td>
<td>NA</td>
<td>92,786,039</td>
<td>NA</td>
</tr>
<tr>
<td>3: Did not vote or missing in 2016</td>
<td>NA</td>
<td>58,196,021</td>
<td>NA</td>
</tr>
<tr>
<td>4: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Note: See text for explanation of Early voters. "NA" means category was not used.
### Table 10-3. Raking dimensions and control totals: ANES 2020 Post-election

<table>
<thead>
<tr>
<th>Characteristic and category</th>
<th>Sample group (post-election)</th>
<th>1: 3A, B, C</th>
<th>2: 2-3ABC; 2-3AB</th>
<th>1-2:3ABC; 1-2:3AB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age by gender (AGE_SEX)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: 18-39 male</td>
<td>42,365,861</td>
<td>36,035,608</td>
<td>34,345,198</td>
<td>34,345,198</td>
</tr>
<tr>
<td>2: 18-39 female</td>
<td>43,217,411</td>
<td>31,747,747</td>
<td>34,345,198</td>
<td>34,942,131</td>
</tr>
<tr>
<td>3: 40-59 male</td>
<td>35,695,415</td>
<td>33,597,381</td>
<td>35,381,512</td>
<td>35,381,512</td>
</tr>
<tr>
<td>4: 40-59 female</td>
<td>37,525,863</td>
<td>36,039,988</td>
<td>36,549,951</td>
<td>36,549,951</td>
</tr>
<tr>
<td>5: 60+ male</td>
<td>33,013,526</td>
<td>38,908,293</td>
<td>32,344,486</td>
<td>32,344,486</td>
</tr>
<tr>
<td>6: 60+ female</td>
<td>39,216,050</td>
<td>47,475,241</td>
<td>38,553,876</td>
<td>38,553,876</td>
</tr>
<tr>
<td>7: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>18,916,971</td>
</tr>
<tr>
<td>Race-ethnicity by educational attainment</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Hispanic, less than HS</td>
<td>5,189,232</td>
<td>3,856,627</td>
<td>4,604,277</td>
<td>4,604,277</td>
</tr>
<tr>
<td>2: Hispanic, HS</td>
<td>9,584,511</td>
<td>8,056,489</td>
<td>7,835,806</td>
<td>7,835,806</td>
</tr>
<tr>
<td>3: Hispanic, some college</td>
<td>9,491,600</td>
<td>8,807,615</td>
<td>7,835,806</td>
<td>7,835,806</td>
</tr>
<tr>
<td>4: Hispanic, Bachelor's</td>
<td>4,596,649</td>
<td>5,016,006</td>
<td>4,332,330</td>
<td>4,332,330</td>
</tr>
<tr>
<td>5: Hispanic, Master's +</td>
<td>2,005,799</td>
<td>2,515,287</td>
<td>1,958,320</td>
<td>1,958,320</td>
</tr>
<tr>
<td>6: Black, less than HS</td>
<td>3,204,839</td>
<td>2,295,626</td>
<td>2,394,472</td>
<td>2,394,472</td>
</tr>
<tr>
<td>7: Black, HS</td>
<td>9,861,859</td>
<td>8,056,726</td>
<td>8,922,931</td>
<td>8,922,931</td>
</tr>
<tr>
<td>8: Black, some college</td>
<td>9,290,955</td>
<td>8,719,322</td>
<td>8,645,647</td>
<td>8,645,647</td>
</tr>
<tr>
<td>9: Black, Bachelor's</td>
<td>5,045,456</td>
<td>4,610,869</td>
<td>4,951,329</td>
<td>4,951,329</td>
</tr>
<tr>
<td>10: Black, Master's +</td>
<td>2,584,615</td>
<td>3,295,951</td>
<td>2,363,343</td>
<td>2,363,343</td>
</tr>
<tr>
<td>11: Other, less than HS</td>
<td>10,339,920</td>
<td>9,649,461</td>
<td>9,189,056</td>
<td>9,189,056</td>
</tr>
<tr>
<td>12: Other, HS</td>
<td>45,065,338</td>
<td>40,890,730</td>
<td>39,838,676</td>
<td>39,838,676</td>
</tr>
<tr>
<td>13: Other, some college</td>
<td>48,111,078</td>
<td>51,359,931</td>
<td>44,303,840</td>
<td>44,303,840</td>
</tr>
<tr>
<td>14: Other, Bachelor's</td>
<td>42,173,551</td>
<td>38,854,074</td>
<td>41,097,487</td>
<td>41,097,487</td>
</tr>
<tr>
<td>15: Other, Master's +</td>
<td>24,488,722</td>
<td>27,819,544</td>
<td>23,878,976</td>
<td>23,878,976</td>
</tr>
<tr>
<td>16: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>18,916,971</td>
</tr>
<tr>
<td>Marital status by gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Married male</td>
<td>60,417,157</td>
<td>61,715,675</td>
<td>59,437,159</td>
<td>59,437,159</td>
</tr>
<tr>
<td>2: Married female</td>
<td>60,350,074</td>
<td>61,176,178</td>
<td>58,417,819</td>
<td>58,417,819</td>
</tr>
<tr>
<td>3: Others male</td>
<td>15,156,352</td>
<td>16,751,595</td>
<td>14,653,368</td>
<td>14,653,368</td>
</tr>
<tr>
<td>4: Others female</td>
<td>27,328,512</td>
<td>29,349,047</td>
<td>26,632,235</td>
<td>26,632,235</td>
</tr>
<tr>
<td>5: Single male</td>
<td>35,501,292</td>
<td>30,074,013</td>
<td>27,980,669</td>
<td>27,980,669</td>
</tr>
<tr>
<td>6: Single female</td>
<td>32,280,738</td>
<td>24,737,750</td>
<td>24,995,905</td>
<td>24,995,905</td>
</tr>
<tr>
<td>7: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>18,916,971</td>
</tr>
<tr>
<td>Race-ethnicity by Census region</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2: Hispanic, Midwest</td>
<td>2,884,058</td>
<td>2,439,692</td>
<td>2,884,058</td>
<td>2,884,058</td>
</tr>
<tr>
<td>4: Hispanic, West</td>
<td>12,153,669</td>
<td>10,825,662</td>
<td>9,900,416</td>
<td>9,900,416</td>
</tr>
<tr>
<td>5: Black, Northeast</td>
<td>4,540,852</td>
<td>3,993,099</td>
<td>4,151,199</td>
<td>4,151,199</td>
</tr>
<tr>
<td>6: Black, Midwest</td>
<td>5,170,841</td>
<td>4,307,481</td>
<td>4,654,766</td>
<td>4,654,766</td>
</tr>
<tr>
<td>7: Black, South</td>
<td>17,369,269</td>
<td>16,303,527</td>
<td>15,564,994</td>
<td>15,564,994</td>
</tr>
<tr>
<td>8: Black, West</td>
<td>2,906,762</td>
<td>2,374,389</td>
<td>2,906,762</td>
<td>2,906,762</td>
</tr>
<tr>
<td>9: Other, Northeast</td>
<td>31,077,785</td>
<td>31,441,613</td>
<td>28,851,169</td>
<td>28,851,169</td>
</tr>
<tr>
<td>10: Other, Midwest</td>
<td>41,878,897</td>
<td>41,979,755</td>
<td>39,400,032</td>
<td>39,400,032</td>
</tr>
<tr>
<td>11: Other, South</td>
<td>59,162,015</td>
<td>58,183,498</td>
<td>56,502,940</td>
<td>56,502,940</td>
</tr>
<tr>
<td>12: Other, West</td>
<td>38,059,914</td>
<td>36,968,874</td>
<td>33,553,894</td>
<td>33,553,894</td>
</tr>
<tr>
<td>13: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>18,916,971</td>
</tr>
<tr>
<td>Characteristic and category</td>
<td>Sample group (post-election)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>----------------------------</td>
<td>----------------------------</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1; 3A, B, C</td>
<td>2</td>
<td>2-3ABC; 2-3AB</td>
<td>1-2-3ABC; 1-2-3AB</td>
</tr>
<tr>
<td><strong>Nation of birth</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2: Foreign born</td>
<td>21,700,472</td>
<td>21,733,811</td>
<td>17,084,959</td>
<td>17,084,959</td>
</tr>
<tr>
<td>3: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>18,916,971</td>
</tr>
<tr>
<td><strong>Home tenure by metropolitan status</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Not rented, urban</td>
<td>142,718,894</td>
<td>140,823,031</td>
<td>131,720,707</td>
<td>NA</td>
</tr>
<tr>
<td>2: Not rented, non-urban</td>
<td>26,141,400</td>
<td>25,952,514</td>
<td>24,920,375</td>
<td>NA</td>
</tr>
<tr>
<td>3: Rented, urban</td>
<td>55,662,597</td>
<td>49,298,892</td>
<td>49,505,587</td>
<td>NA</td>
</tr>
<tr>
<td>4: Rented, non-urban</td>
<td>6,511,235</td>
<td>7,729,822</td>
<td>5,970,485</td>
<td>NA</td>
</tr>
<tr>
<td>5: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Population density, persons per sq. mile</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: &gt; 5,450</td>
<td>57,448,614</td>
<td>46,901,350</td>
<td>50,651,147</td>
<td>NA</td>
</tr>
<tr>
<td>2: 2,250 to 5,450</td>
<td>58,068,449</td>
<td>56,305,371</td>
<td>52,892,798</td>
<td>NA</td>
</tr>
<tr>
<td>3: 325 to 2,249</td>
<td>56,971,087</td>
<td>68,793,665</td>
<td>53,355,936</td>
<td>NA</td>
</tr>
<tr>
<td>4: other</td>
<td>58,545,975</td>
<td>51,803,872</td>
<td>55,217,274</td>
<td>NA</td>
</tr>
<tr>
<td>5: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Under $25,000</td>
<td>27,197,588</td>
<td>47,119,180</td>
<td>23,187,006</td>
<td>NA</td>
</tr>
<tr>
<td>2: $25,000 to $49,999</td>
<td>38,977,159</td>
<td>40,141,002</td>
<td>36,554,551</td>
<td>NA</td>
</tr>
<tr>
<td>3: $50,000 to $99,999</td>
<td>67,920,875</td>
<td>70,907,552</td>
<td>63,524,148</td>
<td>NA</td>
</tr>
<tr>
<td>4: $100,000 and over</td>
<td>96,938,503</td>
<td>65,636,526</td>
<td>88,851,449</td>
<td>NA</td>
</tr>
<tr>
<td>5: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Early voters</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Voted early</td>
<td>106,427,257</td>
<td>119,377,600</td>
<td>99,400,942</td>
<td>99,400,942</td>
</tr>
<tr>
<td>2: Voted on election day</td>
<td>61,095,578</td>
<td>48,191,488</td>
<td>56,800,200</td>
<td>56,800,200</td>
</tr>
<tr>
<td>3: Did not vote or missing</td>
<td>63,511,289</td>
<td>56,235,171</td>
<td>55,916,012</td>
<td>55,916,012</td>
</tr>
<tr>
<td>4: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>18,916,971</td>
<td>18,916,971</td>
</tr>
<tr>
<td><strong>Voter turnout by vote choice in 2016</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1: Voted for Trump in 2016</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>2: Voted for someone else in 2016</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>3: Did not vote or missing in 2016</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>4: not eligible in 2016</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

Note: See text regarding GSS weights. "NA" means category was not applicable because it was not used in weighting.
APPENDIX A: INTERVIEWER TRAINING MATERIALS

This appendix contains materials used for interviewer training.
ANES 2020 Zoom Main FAQs

General Information about the Study

What are the American National Election Studies?
For over 70 years the American National Election Studies have been asking people about their opinions on many aspects of their lives and the people around them, especially about presidential elections.
Every textbook on American government uses information from this study, as have thousands of researchers and teachers around the world.

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

Why are you asking me to do this?
Your address was scientifically selected from among all the addresses in the country that receive mail.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of the study is academic research funded by the National Science Foundation.

The only way to know how people really feel about American life today is to hear from people in their own words. This study is part of a long-running effort to learn what Americans think and feel about their society, politics, and many of the issues facing the country. By taking part, you help provide an accurate picture of what Americans think.

How long will this take?
The survey should take around an hour.

Is the information confidential?
Yes. It is very important to us to protect your privacy. We have interviewed more than 50,000 people over the last 70 years and have never revealed anyone’s personal information.
Your answers will be combined with answers from other people to make group statistics. When we release the results of the study nothing will be included that would identify you as a participant. No one outside of a small number of researchers working on the study will ever be able to know your household participated. You can skip any question you choose not to answer.

How will this research be used?
We combine your answers with those from other households and then we add up the results to get a picture of the whole country. We will publish these results on our website. Researchers and journalists from across the country will use the results to write articles and books. Teachers and students in high school and college will use the results in classes, and policy makers will see what Americans think. Your participation is essential to make sure your voice is included.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting this study on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com

What do I do next?
The survey usually takes around an hour. We’ll send you $40 as a thank-you.

I think this whole business is stupid. The money for this study could be spent more wisely, etc., etc.
Occasionally argumentative respondents are encountered. In spite of their argumentative response, they tend to be persons who are interested in the study, but want to tell what they feel before they will consent to being interviewed. Bear with them and hear them out! As long as they keep talking, they have not refused. Do not argue; simply make short, neutral comments to let them know you are listening. When they have finished, make a comment such as: Your opinions are very interesting and your answers will be important to the survey. This is YOUR opportunity to be heard. Let’s get started now. (Ask the first question).

Comments/Questions Specific to the Questionnaire

I don’t know about this. How is it going to work?
I will read the questions to you and you will give me your responses, and I will type them in. The topics vary, and we just want to hear your opinions about the presidential candidates and some current events.

Is this being put on by the Republicans or the Democrats?
This study is completely non-partisan. It’s very neutral, and has no affiliation with any elected government officials.

Another new political poll? Aren’t there enough of these?
This Time Series study has been conducted over two dozen times in the last 72 years. You have the opportunity to participate in this historic research effort to capture how people like you feel about the current political situation in America.

What does [TERM] mean? Can you define that for me?
I’m not allowed to provide any additional information. It’s whatever it means to you.

What do you think about [TOPIC IN SURVEY]?
My job requires me to not discuss any personal opinions, but I certainly appreciate yours.

Technical Issues on Zoom Call

Either DC or Respondent cannot connect to Video
After troubleshooting, if still unable to connect video, continue with the interview in Zoom with audio only.

Poor Audio Quality
If you and the respondent both disconnect from the Zoom meeting and retry. Ask the respondent to reposition their microphone, or perhaps try to connect to the Zoom call from their phone, tablet or PC.

If the issue still persists, ask the respondent to try back another time.

Make sure to select “Technical problem” as the Task Outcome in the EROC and describe the issue in the Contact Details field. Please also fill out a problem sheet describing the issue.

**Unable to Share Respondent Booklet**
Offer to email the booklet to the respondent or provide them with a URL they can use to view it. If neither of these options work, then you can code that the respondent doesn’t have the booklet and move on.

*Respondent Hotline*

If a respondent asks you a question that you cannot answer with the information provided in your training and/or FAQs, please refer them to the respondent hotline. You may also provide them with the study website.

- **Respondent Hotline Phone:** 855-597-0067
- **Respondent Hotline Email (general questions about the study):** anes2020help@stanford.edu
- **Respondent Technical Hotline Email (questions specific to Zoom):** ANEStechsupport@westat.com
- **Survey Website (Official ANES website) for legitimacy purposes:** https://electionstudies.org/
- **2020 ANES Website (specific to the 2020 survey):** anes.stanford.edu
ANES 2020 Zoom Main Interview Guidelines

The ANES PRE covers topics that respondents may feel are very personal or sensitive. Some respondents may have very strong opinions about or reactions to the survey content. You will need to be prepared to respond to any questions or concerns respondents may have, while remaining professional, neutral, and completely nonpartisan. The guidelines below are intended to help you meet these expectations.

**Preparedness**

Be prepared to tell the respondent how the interview will go (without getting into specific question content).

You should be able to:

- Answer questions about the study,
- Overcome objections,
- Respond to context of election,
- Know the history of the Time Series Study,
- Know who you work for, and
- Say “I don’t know.”

**Professionalism**

You must always maintain a professional demeanor. In addition to making sure your speech reflects the serious nature of this important research, you should also maintain a professional appearance and exhibit professional body language. Make sure that neither your clothes, nor anything visible in your workspace on video, (this includes the vessel you drink your water from) indicates any political preferences or opinions.

Along these same lines, you are responsible for projecting a respectable, confident, and neutral demeanor during all of your interactions. Be ready with a smile whenever you are meeting someone, answering a question, or explaining the study. You have a job to do, and part of it is connecting with people and gaining their trust. Your attitude and the ability to establish rapport are your best assets. A good rule of thumb is to read the questions at about 2 words per second.

**Neutrality – NO political preferences**

A vital aspect of your job is to be able to collect data and interact with respondents in a completely neutral manner.
There are many layers of maintaining neutrality. First, the obvious ones. You may not, under any circumstances,

- Interpret the meaning of a question,
- Share your opinion about topics in the questionnaire,
- Discuss the candidates running for office,
- Comment on any aspect of the electoral process, or
- Assume the respondent feels a certain way, based on previous answers.

Additional aspects of remaining neutral are described in detail below.

**Probing and Recording Answers**

You will learn the skills needed to probe accurately and completely, particularly for the open ended questions for which you must type verbatim responses. You must remain neutral when probing, especially when using the technique of repeating the respondent’s answer. Never infer a meaning or change words. Also pay attention to notes on the screen indicating responses that should NOT be probed.

Record open-ended responses verbatim. Verbatim responses will require good listening skills and precise probing.

**Handling Strong Opinions and Negative Reactions**

Another component of remaining neutral is controlling your behavior and responses when respondents give you answers that may strongly conflict with your own personal beliefs or opinions. In some cases, respondents may even get angry when discussing certain topics. You must not engage in any discussions or offer any personal information about your voting behavior, your knowledge of political processes, or your experiences with any government entities. Do not comment negatively on any aspect of ANES. Rely on your training and study materials for appropriate responses to questions.

Learn to keep a poker face when asking questions and recording answers. Do not indicate by your voice or gestures that you are saddened, amused, surprised, or that you agree or disagree. Don’t let the tone of your voice change, don’t tilt your head or raise your eyebrows, don’t laugh, and don’t give the impression you’re pondering over their answer.
You must be prepared to hear all types of opinions and personal stories while moving the pace of the interview along. You don’t want to engage in inappropriate conversation, yet you’ll have to acknowledge the respondents wish to be heard. Certain words or questions in the study may be viewed as biased or potentially offensive to some respondents. Be prepared to handle adverse reactions. Try statements like these:

- Researchers developed the questions. It wasn’t designed to be offensive.
- Each participant gets the same set of questions – since we don’t know who will be answering the questions, this questionnaire is not specific to you.

If a respondent continues to react negatively to an item without providing you a response, you may tell them they can refuse to answer.

**Never Share Your Opinions or Discuss Politics**

Your neutrality should extend to conversations outside the interview itself. Do not let respondents engage you any conversation about your personal experiences with politics or volunteer anything from your personal life (voting preferences, past election and voting behavior, conflicting political views with friends, etc.). Respond only with neutral, but courteous, expressions to stories or opinions about the election, the candidates, or any other political topics. For example, limit your responses to statements such as:

- I see.
- I can understand how you feel about that.
- That’s why this study is so important, to learn about everyone’s experiences.
- Thank you for your opinions – I know they will be helpful for the study.
- I understand you feel strongly about this, and I appreciate you sharing with me.

Know how to respond if the respondent asks for your opinion. Try statements like this:

- Part of my job requirement requires me to not discuss any personal opinions, but I certainly appreciate yours.

Due to the nature of this study, it is not uncommon for the respondent to get sidetracked and talk about things that are ultimately not relevant to the study. Be prepared to have a few statements in mind to steer the respondent back into the interview. Try statements like:

- I’ll be asking you some questions on that topic later.
I can make a note of that (followed by) now let’s continue (and ask the next question).

Indicate to respondents that you are interested in getting accurate, useful, and objective information and that you do not have any biases, preferences, or theories about the study results. Do not state your opinions.

Handling Questions about the 2020 Election

In addition to remaining neutral, you must also be prepared to disengage respondents. You need to acknowledge their statements and questions, but must never make any claims about the electoral process, an association with any political party or claim to have any knowledge about the use of the study data beyond what you learn in training. Do not discuss the voting process, encourage respondents to vote, or comment on any discussion of voting behavior. Do not claim to be associated with the Electoral College, registrar’s office, or any other government entity except the sponsoring agency, the National Science Foundation.

If a respondent has questions that you are not allowed to answer, refer them to the hotline phone number or one of the email address or URLs below.

- Respondent Hotline Phone: 855-597-0067
- Respondent Hotline Email (general questions about the study): ANES2020@westat.com
- Respondent Technical Hotline Email (questions specific to Zoom): ANESTechsupport@westat.com
- Survey Website (Official ANES website) for legitimacy purposes: https://electionstudies.org/
- 2020 ANES Website (specific to the 2020 survey): anes.stanford.edu

Follow CATI and Read Verbatim

The ANES instrument includes a lot of randomization throughout. There are several sections in which the questions are randomized. There are also several sections that include questions where the response options are either randomized or reversed. Additionally, sometimes changes to the instrument may be made on short notice. This could include adding in additional questions/sections regarding current events. If this happens you will receive notice of the changes but may not be able to see the actual changes until you are in the instrument for an interview.

As always, you should make sure that you are following CATI and reading each question, including the response options, verbatim and exactly as it appears on the screen. The wording of each question has been carefully crafted and in many instances asked identically over the decades that ANES has been administered. Let’s keep that consistency going! Changing any wording when you
read to the respondent usually affects the meaning of the question, even if unintended. Be careful never to skip words or put the question in your own words to “make it easier” on the respondent. Leaving part of a question out can easily change the meaning of a question and affect data quality.
ANES 2020 Probing Techniques

Please follow the guidelines and techniques below when probing respondent responses. In addition, some questions may have specific probe text included on the screen. When applicable, refer to this text as needed.

Any time that you are probing an open-end response, please type // in your response to indicate that you probed.

GENERAL PROBES: (typically used when a respondent hesitates before answering.)

- (wait silently)
- “Let me repeat the question.” [REPEAT QUESTION]

WHEN A RESPONSE DOES NOT FIT ONE OF THE ANSWER CATEGORIES:

- “If you had to choose, would you say…?
[REPEAT RESPONSE OPTIONS]”

FOR “DON’T KNOW” RESPONSES:

- (UNLESS OTHERWISE INSTRUCTED ONSCREEN) Wait 3 seconds and then probe, “It would be a big help if you could give your best answer, even if you’re not completely sure.”
[REPEAT QUESTION]

FOR THE FIRST “REFUSED” ITEM:

- “All of your answers are confidential. If you’re willing to give your confidential response, that would help, and if not, we can move on.”
- For subsequent refusals after the first item refusal, do not probe.

FOR THE RESPONSE QUESTIONS ABOUT THE SURVEY ITEM:

- “It is whatever it means to you.”
- “I’m sorry, but I’m not allowed to interpret the questions or say anything about how to answer them.”
- (USE ONE OF THE STANDARD PROBES ABOVE THAT FITS THE R’S QUESTION.)
ANES 2020 Zoom Pre-Test LMS Quiz

7. 1. What does ANES stand for?
   a. American National Election Studies/ American National Election Study
   b. American National Election Surveys/ American National Election Survey
   c. American National Electorate Studies/ American National Electorate Study
   d. American National Electorate Survey/ American National Electorate Surveys

2. Which of the following are objectives of the study?
   a. Provide researchers with a view of the political world through the eyes of ordinary citizens
   b. Collect information to help researchers accurately predict who will win the 2020 Presidential election
   c. Help state governments verify that voter registration information they have on file is correct

3. Westat is conducting the study on behalf of which of the following? Select all that apply.
   a. University of Michigan
   b. Stanford University
   c. University of Maryland
   d. Harvard University

4. Which of the following provides long-term funding for the study?
   a. National Science Foundation
   b. Westat
   c. American Political Science Association
   d. Pew Research Center

5. How long does the interview take to complete?
   a. About 20 minutes
   b. About half an hour
   c. About an hour
   d. About two hours.

6. True or false? Outbound calling will be done using Zoom.
   a. True
   b. False
FEEDBACK: We will only be receiving inbound Zoom calls on this project. Later outbound prompt and CATI calls will NOT include video interviews using Zoom.

7. True or false? A respondent can call in to schedule an exact time for a data collector to call back to complete their interview.
   a. True
   b. False

FEEDBACK: We are NOT able to schedule times for respondents to receive a call to complete the interview. Respondents can, however, select the time that they want to complete their interview and they will receive priority in connecting to a data collector if there are other respondents waiting in the queue at the time.

8. True or false? The ANES have been conducted for over 70 years.
   a. True
   b. False

FEEDBACK: These studies have been conducted since 1948.

9. You are speaking with a respondent who says: “I don’t like [CANDIDATE] at all. They shouldn’t even be a candidate in the election.” Which of the following is an appropriate response? Select all that apply.
   a. Thank you for your opinions – I know they will be helpful for the study.
   b. I understand you feel strongly about this, and I appreciate you sharing with me.
   c. Part of my job requirement requires me to not discuss any personal opinions, but I certainly appreciate yours.
   d. I agree with you, and I’d like to discuss more on this topic, but I am required to only ask you the questions in this interview and record your responses to them.

10. You are speaking with a respondent who says: “That’s a leading question. This survey is biased toward [POLITICAL PARTY]!” Which of the following is an appropriate response? Select all that apply.
   a. Researchers developed the questions. It wasn’t designed to be offensive.
   b. Each respondent gets the same set of questions – since we don’t know who will be answering the questions, this questionnaire is not specific to you.
   c. I think you have a point and I will share your comments with the survey team.
   d. I agree with you, but I have to select a response to continue with the survey. Which response would you like me to select?
11. During the Pre interview you ask a question and the respondent says, “I’m not going to answer that.” How should you respond?
   a. Code the answer refused and continue the interview.
   b. Say, “We are paying you for this so I need you to answer, please.”
   c. Say, “All of your answers are confidential. If you’re willing to give your confidential response, that would help, and if not, we can move on.” Then repeat the question.
   d. Wait 3 seconds, then say, “It would be a big help if you could please give your best answer, even if you’re not completely sure.”

12. During the Pre interview you ask a question and the respondent says, “Hmm. I don’t know how to answer that one.” How should you respond?
   a. Code the answer refused and continue the interview.
   b. Say, “We are paying you for this so I need you to answer, please.”
   c. Say, “All of your answers are confidential. If you’re willing to give your confidential response, that would help, and if not, we can move on.” Then repeat the question.
   d. Wait 3 seconds, then say, “It would be a big help if you could give your best answer, even if you’re not completely sure.”

13. At the beginning of the Pre interview the respondent goes off on a tangent about how terrible one of the presidential candidates is. Which of these would be your best response before you continue the interview?
   a. “Oh, I know, I feel that way sometimes.”
   b. “I hear that a lot these days.”
   c. “I’ll be asking you some questions on that topic later.”
   d. “Some of my best friends feel that way.”

14. When recording a respondent’s answer to an open-ended question, what should you type?
   a. Summarize the answer briefly in a few words.
   b. Describe the answer briefly in your own words.
   c. Type everything the respondent says exactly, word-for-word.
   d. Let the respondent answer fully to express their thoughts and then ask them to summarize in one sentence you will type.

15. During the Pre interview, how fast should you normally read the questions out loud?
   a. About 2 words per second.
   b. As fast as you can read and the respondent can understand.
   c. As slowly as you can without annoying the respondent.
   d. At whatever pace you find natural.
16. When are you allowed to discuss a respondent’s answers to the interview with someone else who is not working on the project?

a. When a journalist contacts you.
b. When a family member of the respondent already knows that the respondent is taking the survey.
c. After the study is over.
d. Never.

**ANES Post-Election Questionnaire Overview**

The Post-Election questionnaire is similar in format and content to the Pre-Election questionnaire, so the same conventions and best practices used previously will continue to apply. This document provides an overview of several new types of questions that you will encounter.

**Respondent Booklet**

When available, the Respondent Booklet is used more often during the Post-election interview than you might remember from the Pre-election interview. You may need to turn back in the booklet to pages you used for earlier questions. If the respondent is referencing a hard copy booklet, stay attentive to ensure they are on the correct page.

The first question in the survey asks whether the respondent can see the respondent booklet. For video interviews, share your screen to display the booklet PDF. If necessary, email the booklet using M3, if an email address is on file. For phone interviews, ask the respondent if they have the hard copy booklet that we mailed with the invitation letter. If they do not, offer to email the booklet, if there is an email address on file.
Respondent Introduction

Next, each video or telephone interview will begin with an introduction screen welcoming the respondent back for the Post-election interview. It references the “Answers to Questions” document, which we sent with the respondent’s invitation letter. Be prepared to answer any questions the respondent may have about the study.

Feeling Thermometer

The Post-election questionnaire features the same “feeling thermometer” that was used during the Pre-election questionnaire. It is used early in the interview to rate people and organizations. Later in the interview, the respondent will use it again to rate social groups.
Please turn to page 5 of the booklet.

I'd like to get your feelings toward some of our political leaders and other people who are in the news these days. I'll read the name of a person and I'd like you to rate that person using something we call the feeling thermometer. Ratings between 50 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don't feel favorable toward the person and that you don't care too much for that person. You would rate the person at the 50 degree mark if you don't feel particularly warm or cold toward the person.

If we come to a person whose name you don't recognize, you don't need to rate that person. Just tell me and we'll move on to the next one.

Remember to record a response (or nonresponse) on screen to continue. In this section, you will not see a message reminding you to respond if you accidentally leave one blank. If a response is missing, the survey will simply not advance until a response is given.

Most Important Problems

In the “Most Important Problems” section, you will ask the respondent “What do you think are the most important problems facing this country?” You will ask the respondent to describe up to three problems, one at a time, and record each one individually, on a separate open-response screen. If the respondent begins to describe multiple problems at once, you may need to emphasize that you have to record each problem one at a time. As with all open-ended questions, record the response verbatim. If the respondent says they don’t know or refuses, code “Do not know the answer” or “Rather not answer”.

After each problem that you record, you will ask the respondent which political party he or she thinks would be the most likely to do a better job dealing with the problem.

\[
\text{Which political party do you think would be the most likely to get the government to do a better job in dealing with this problem — the Democrats, the Republicans or wouldn't there be much difference between them?}
\]

- Democrats
- Republicans
- Wouldn't be much difference
- Do not know the answer
- Rather not answer

\text{POSTMAT Section}

In the POSTMAT section, the respondent is provided a list of four policy goals and asked which is the most important. If the respondent can see the Respondent Booklet, they can read the written responses. Otherwise, the question text will include the responses for you to read aloud. If the respondent provides the number only, confirm the response option as you code it.
Next, you will ask the respondent which is the next most important. Notice that the response chosen in the first question is not available in the second.

**New Response Scales**

There are several new scales used during the Post-election questionnaire. The DIFFPOWER scale ranges from 1 to 5, where “1” means that it doesn’t make any difference who is in power, and “5” means that it makes a big difference who is in power.
The VOTEDIFF scale ranges from 1 to 5, where “1” means that voting won’t make any different to what happens and “5” means that voting can make a big difference.

The STYPEPO section uses two new 7-point scales, and asks respondents to rate social groups on each scale. The first scale ranges from 1-Hardworking to 7-Lazy. The second scale ranges from 1-Peaceful to 7-Violent.
Discrimination Grid

The DISCRIM section asks how much discrimination there is in the United States for various social groups, with responses recorded in a grid format. First, read the introduction text for the section. Then, for each group, read “How much discrimination is there in the United States today against ______.” Read the response options aloud, repeating for each group, as displayed on screen. Record one response per row. If the respondent doesn’t know or refuses, leave the row empty.
Nonresponse in the CASI Section

Similar to the Pre questionnaire, the last sections in the Post questionnaire do not include “Don’t know” or “Refused” response options. Instead, if the respondent says they don’t know or refuse to one of these questions, simply leave it blank and click Next. You will see the below message in red. Ignore the message, and click Next again to continue.

---

Interview Closing and Interviewer Observation

The final screen that you will read to the respondent thanks the respondent, and tells them to expect a thank-you check in two weeks or less. At this point, end the video or telephone call with the respondent, but do not close the questionnaire window.

---

The Interviewer Observation questions will appear next. Unlike the Pre-election questionnaire, where you had to answer these questions while the respondent was still on the line, for the Post-election, you will hang up after the final thank-screen, prior to answering the observation questions. The first observation question, shown below, asks who else was present at the time of the interview.
After the last observation question, a message will display to close the browser window. Return to M3 to record the case results as appropriate. If you conducted a video interview, remember to complete the Video Observation questions.
2020 ANES - Changes to Web Instrument and Other Training Points for Phone Interviewing

- Do not use Internet Explorer.

We noticed you are using the Internet Explorer web browser. This site works best with any of the following browsers: Chrome, Edge, Safari, or Firefox. If you can switch to one of these, please do so before logging in.

- There is **no way to back up** or go back a screen in the Web instrument. No Back button on screen, and the browser back error takes you back to the login screen.
  - If an R asks you to change an answer in a previous screen, explain that you are unable to go back, but that you'll note the correction at the end of the questionnaire.
  - Keep notes on paper, so you can enter the change into the comments box at the end.

- Never read “Click Next to continue” when it appears on a screen.

- Read everything in the Welcome screen except “Please click Next to continue.”
• Most questions have the answer categories written into the question, so don’t also read the list of categories.

   ![Question Example]

• In questions that don’t have the answer categories written in the question, like this one, probe by reading them if the R doesn’t answer with one of the categories offered.

   ![Question Example]

• Or read the categories if R asks you what the choices are, like in this question:

   ![Question Example]

• In some questions, you will need to read the answer categories from the list when they are not in the question, like this one:

   ![Question Example]
• If an R wishes not to answer a question, or you forget to enter an answer, you’ll get this message in red. Don’t read the red message. Enter the answer if it was your mistake. If R refused to answer, click next again to move to the next screen. But probe DK answers.

Some people don’t pay much attention to political campaigns. How about you? Would you say that you have been not much interested, somewhat interested or very much interested in the political campaigns so far this year?

○ Not much interested
○ Somewhat interested
○ Very much interested

We noticed that you did not answer the question. We would be very grateful if you would be willing to provide your best answer, even if you’re not completely sure. But if you’d prefer to skip this question, you can click ‘Next’ to continue.

• Names of local politicians will be inserted in some questions. Be prepared to see different names from interview to interview.

Do you approve or disapprove of the way Governor Brad Little has handled the COVID-19 pandemic?

☑ Approve
○ Disapprove

• Feeling Thermometer questions. Will need to be reworded for phone interviewing. Rs may need to be reminded of scale points/meaning during question series.

Please look at the graphic below.

100° Very warm or favorable feeling
80° Quite warm or favorable feeling
70° Fairly warm or favorable feeling
60° A bit more warm or favorable feeling than cold feeling
50° No feeling at all
40° A bit more cold or unfavorable feeling than warm feeling
30° Fairly cold or unfavorable feeling
20° Quite cold or unfavorable feeling
10° Very cold or unfavorable feeling

We would like to get your feelings toward some of our political leaders and other people who are in the news these days. We will show the name of a person and we’d like you to rate that person using something we call the feeling thermometer. Ratings between 0 degrees and 100 degrees mean that you feel favorable and warm toward the person. Ratings between 0 degrees and 50 degrees mean that you don’t feel favorable toward the person and that you don’t care too much for that person. You would rate the person at the 50 degree mark if you don’t feel particularly warm or cold toward the person. If we come to a person whose name you don’t recognize, you don’t need to rate that person. Just click ‘Next’ and we’ll move on to the next one.
• Open-ended questions – type verbatim what R says. Ask them to repeat if necessary to make sure you get it all. Read back what you’ve written to confirm with R you’ve entered it correctly.

![Image of a text box labeled 'What is that?']

• Scale questions will need some rewording to make work for phone. Reword the second sentence by adding the description for each point on the scale. Don’t read the instruction to click the button on the scale. Read answer categories for subsequent questions in series as needed.

![Image of a seven-point scale with answer options]

• Drop down menu questions – click on the arrow for menu, select one or all that apply:
• Comments box. Reword to ask R if they have any comments about the survey to share. This is also where you can enter any quick comments about the interview.

Please share any comments you have. We welcome your feedback.

Click Next to complete the survey.

Next

• Reword name confirmation question to ask if spelling of first and last name are correct.
Thank you very much for completing the American National Election Studies. Your answers have been recorded. On behalf of Stanford University, the University of Michigan, the National Science Foundation, and Westat, thank you for being a part of this important study. We will mail your check for $40 by next week as an expression of our appreciation.

Please check your name and correct it if necessary. We will write your check using your name as you enter it here.

First name: Sara

Last name: Phillips

Next
APPENDIX B: CERTIFICATE OF RECOGNITION
APPENDIX C: LETTERS, POSTCARDS AND EMAILS

This section presents each of the letters, postcards, and emails used in the study. All standard letters (as distinguished from postcards and emails) were printed on letterhead featuring the logos of the study, Stanford University, University of Michigan, the National Science Foundation, and Westat. Postcards were either black and white or in color and featured the name of the study as well as the logos on the front. Letters to GSS sample members for the post-election phase were handled separately and these letters appear following page 241.
Advance letter 3-1 (English)

To the family living at [ADDR1] [ADDR2] [CITY], [ST] [ZIP]:

Congratulations! Your household has been selected to participate in the American National Election Studies (ANES). This is a scientific research project to learn what Americans think about life in the United States.

In the next few days you will receive a letter containing details about the study, along with $10 in cash. The money is our thank-you for taking the time to read the letter.

To learn more about the ANES you can visit our website: anes.stanford.edu

Please watch your mail – your letter will arrive soon.

Sincerely,

Ted Brader
Professor
University of Michigan

Shanto Iyengar
Professor
Stanford University
Advance letter 3-1 (Spanish)

Le familia que vive en
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

A la familia que vive en {ADDR1} {ADDR2}:

¡Felicicaciones! Su hogar ha sido elegido para participar en los Estudios Nacionales de Elecciones Estadounidenses (ANES, por sus siglas en inglés). Este es un proyecto científico de investigación para aprender lo que las personas en Estados Unidos piensan acerca de la vida en este país.

En los próximos días usted recibirá una carta con los detalles acerca del estudio, junto con $10 en efectivo. El dinero es una muestra de nuestro agradecimiento por tomarse el tiempo para leer la carta.

Para más información acerca de ANES, puede ir a nuestra página web: anes.stanford.edu

Por favor, no se olvide de revisar su correo – su carta llegará pronto.

Atentamente,

Ted Brader
Profesor
Universidad de Michigan

Shanto Iyengar
Profesor
Universidad de Stanford
Advance letter 2-2 (English)

[DATE]

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

Dear {FIRSTNAME} {LASTNAME}:

Congratulations! You have been selected to participate in the American National Election Studies (ANES) in 2020. Welcome back.

In 2016 you completed an online questionnaire for the ANES. You helped make the study a success, and we are grateful. Thousands of students at hundreds of universities are now learning about American democracy by using the study you are part of.

You have been selected for the ANES in 2020 so that we can accurately describe what all Americans think, and what has changed and what has stayed the same since 2016.

In about a week you will receive a letter containing details about the new study, along with $10 in cash. The money is our thank-you for taking the time to read the letter.

Please watch your mail – your letter will arrive soon.

Sincerely,

Ted Brader
Professor
University of Michigan

Shanto Iyengar
Professor
Stanford University
Advance letter 2-2 (Spanish)

Le familia que vive en
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

A la familia que vive en {ADDR1} {ADDR2}:

¡Felicitaciones! Su hogar ha sido elegido para participar en los Estudios Nacionales de Elecciones Estadounidenses (ANES, por sus siglas en inglés). Este es un proyecto científico de investigación para aprender lo que las personas en Estados Unidos piensan acerca de la vida en este país.

En los próximos días usted recibirá una carta con los detalles acerca del estudio, junto con $10 en efectivo. El dinero es una muestra de nuestro agradecimiento por tomarse el tiempo para leer la carta.

Para más información acerca de ANES, puede ir a nuestra página web: anes.stanford.edu

Por favor, no se olvide de revisar su correo – su carta llegará pronto.

Atentamente,

[Signature]
Ted Brader
Profesor
Universidad de Michigan

[Signature]
Shanto Iyengar
Profesor
Universidad de Stanford

[Logo: American National Election Studies]
Invitation letter 3-2 (English)

The family living at {ADDR1} {ADDR2} {CITY}, {ST} {ZIP}

{DATE}

To the family living at {ADDR1} {ADDR2}:

Welcome to the American National Election Studies!

I am writing to invite you to take part in this important study being done for Stanford University and the University of Michigan.

We are inviting a small number of people to complete a survey on the Internet.

Your household has been scientifically selected to be part of this special new way of finding out what Americans think about life in the United States today.

Everyone selected this way who completes the survey will receive $50. I am enclosing $10 in cash with this letter, and when you take the survey we will send another $40. The $10 is yours to keep with my thanks for reading this letter.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too.

Answers to questions about the study can be found on the back of this letter. You are always welcome to email us at anes2020help@stanford.edu or call toll-free 1-855-597-0087 if you have other questions.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number {PIN}.

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior investigator
Invitation letter 3-2 (Spanish)

La familia que vive en
{ADDR1} {ADDR2}
{CITY} {ST} {ZIP}

A la familia que vive en {ADDR1} {ADDR2}:

¡Bienvenido a los Estudios Nacionales de Elecciones Estadounidenses!

Le escribo para invitarlo a participar en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan.

Estamos invitando a un pequeño grupo de personas a que contesten una encuesta por internet.

Mediante un método científico, su hogar ha sido seleccionado para participar en este estudio que busca entender lo que las personas piensan acerca de la vida en Estados Unidos hoy en día.

A todas las personas que han sido seleccionadas de esta manera y contesten la encuesta, se les pagará 50 dólares. Estoy adjuntando 10 dólares en efectivo con esta carta, y cuando haga la encuesta le enviaremos otros 40 dólares. Se puede quedar con los 10 dólares como agradecimiento por leer esta carta.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. Las personas piensan que el estudio es interesante y fácil de hacer. Y creemos que usted también pensará lo mismo.

Puede encontrar respuestas a preguntas acerca del estudio en la parte posterior de esta carta. Cuando desee, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llamaros a la línea directa y gratuita al 1-855-997-0067 si tiene otras preguntas.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN).

Muchas gracias. Agradecemos su colaboración.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Invitation letter 2-4 (English)

{DATE}

FIRSTNAME {LASTNAME}
{ADDR1} {ADDR2}
{CITY} {ST} {ZIP}

Dear {FIRSTNAME} {LASTNAME}:

Welcome back to the American National Election Studies!

I am writing to invite you to take part once again in this important study being done for Stanford University and the University of Michigan.

In 2016 you were scientifically selected to take part in the ANES to help find out what Americans think about life in the United States. By participating in 2020, you will help us discover what Americans think now and how that may have changed since 2016.

To thank you for participating this time, we will give you $50. I am enclosing $10 in cash with this letter, and when you finish the study we will send another $40. The $10 is yours to keep with my thanks for reading this letter.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number {PIN}.

Answers to questions about the ANES can be found on the back of this letter. You are always welcome to e-mail us at anes2020help@stanford.edu or call toll-free 1-855-597-0067 if you have other questions.

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

ANES
American National Election Studies
A joint research study by the National Science Foundation, the University of Michigan, Stanford University, and Westat

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Estimado(a) [FIRSTNAME] [LASTNAME]:

¡Bienvenido nuevamente a los Estudios Nacionales de Elecciones Estadounidenses!

Le escribo para invitarlo a participar nuevamente en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan.

En el 2016 usted fue seleccionado mediante un método científico para participar en ANES y aprender lo que las personas en Estados Unidos piensan acerca de la vida en este país. Al participar en el 2020, usted nos ayudará a averiguar lo que las personas en Estados Unidos piensan ahora y cómo han cambiado sus opiniones desde el 2016.

Como agradecimiento por su participación esta vez, le daremos 50 dólares. Estoy adjuntando 10 dólares en efectivo con esta carta y cuando usted termine el estudio le enviaremos otros 40 dólares. Se puede quedar con los 10 dólares como agradecimiento por leer esta carta.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. Las personas piensan que el estudio es interesante y fácil de hacer. Y creemos que usted también pensará lo mismo.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN]

Puede encontrar respuestas a preguntas acerca de ANES en la parte posterior de esta carta. Cuando desee, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llamarnos a la línea directa y gratuita al 1-855-597-0067 si tiene otras preguntas.

Muchas gracias. Agradecemos su colaboración.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal

[Stamp]
Nonresponse letter 3A-6 (English)

To the family living at
{ADDR1} {ADDR2}
{CTY}, {ST} {ZIP}

To the family living at {ADDR1} {ADDR2}:

We’ve been trying to reach your household so you can be part of the American National Election Studies. You may remember the gift of $10 in our second letter.

I’m writing to you just one last time to ask for your help.

We would like to ask someone in your household about their opinions on a variety of topics related to life in the United States today. The survey is ending in a few days, so this is my last chance to reach you.

Because your participation is critical for the success of the study, we can give you another {$ESCALATEDINCENTIVE} as a thank-you for your time.

To start, go to anes.stanford.edu and enter the ID number {PIN}

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator

ANES
American National Election Studies

[DATE]

Stanford University  M  Westat

1090 Research Blvd
Palo Alto, CA 94304-1120

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Nonresponse letter 3A-6 (Spanish)

A la familia que vive en {ADDR1} {ADDR2} {CITY} {ST} {ZIP}

Hemos estado intentado comunicarnos con su hogar para que pueda participar en el Estudio Nacional de Elecciones Estadounidenses. Posiblemente recuerde nuestro regalo de 10 dólares en nuestra segunda carta.

Le escribo por una última vez para solicitar su ayuda.

Quisiéramos preguntarle a alguien de su hogar acerca de su opinión respecto a varios temas relacionados con la vida en Estados Unidos hoy en día. La encuesta termina en unos días, así que esta es mi última oportunidad de comunicarme con usted.

Dado que su participación es fundamental para el éxito del estudio, le podemos dar otros {ESCALATEDINCENTIVE} dólares como agradecimiento por su tiempo.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación {PIN}

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Invitation letter 3A-8 (English)

{DATE}

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY} {ST} {ZIP}

Dear {FIRSTNAME} {LASTNAME},

Welcome to the American National Election Studies!

I am writing to invite you to take part in this important study being done for Stanford University and the University of Michigan.

Someone in your household recently completed an online interview with the American National Election Studies.

You have been scientifically selected to be part of this special new way of finding out what Americans think about life in the United States today.

Everyone selected this way who completes the survey will be paid $[TOTAL INCENTIVE]. I am enclosing $10 in cash with this letter, and when you take the survey we will send another $[INCENTIVE]. The $10 is yours to keep as a thank-you for reading this letter.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting. We think you will, too.

Answers to Questions about the Study can be found on the back of this letter. You are always welcome to email us at anes2020help@stanford.edu or call toll-free 1-855-597-0067 if you have other questions.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number {PIN}

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Invitación 3A-8 (Español)

Estimado(a) [FIRSTNAME] [LASTNAME]:

¡Bienvenido a los Estudios Nacionales de Elecciones estadounidenses!

Le escribo para invitarlo a participar en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan.

Alguien en su hogar recientemente contestó una entrevista por Internet para los Estudios Nacionales de Elecciones estadounidenses.

Mediante un método científico, se le ha seleccionado para participar en este estudio que busca entender lo que las personas piensan acerca de la vida en Estados Unidos hoy en día.

A todas las personas que han sido seleccionadas de esta manera se les pagarán [TOTALINCENTIVE] dólares. Estoy adjuntando 10 dólares en efectivo con esta carta, y cuando haga la encuesta, le enviaremos otros [INCENTIVE] dólares. Los 10 dólares son para usted como agradecimiento por leer esta carta.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. A las personas el estudio les parecerá interesante. Y creemos que usted también pensará lo mismo.

Puede encontrar respuestas a preguntas acerca del estudio en la parte posterior de esta carta. Cuando desee, puede envíarnos un correo electrónico a anes2023help@stanford.edu o llamarnos a la línea directa y gratuita al 1-855-597-0067 si tiene otras preguntas.

Por favor, tome el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN]

¡Muchas gracias! Agradecemos su colaboración.

Atentamente,

[signature]

Dr. Roger Tourangeau
Investigador principal
Dear {FIRSTNAME} {LASTNAME}:

I have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with the letter.

I’m writing to you just one last time to ask for your help.

We would like to ask you about your opinions on a variety of topics related to life in the United States today. The survey is ending in a few days, so this is my last chance to reach you.

Because your participation is critical for the success of the study, we can give you $({ESCALATEDINCENTIVE}) as a thank-you for your time.

To start, go to anes.stanford.edu and enter the ID number {PIN}.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Nonresponse letter 3A-13 (Spanish)

Estimado(a) [FIRSTNAME] [LASTNAME]:

Recientemente he intentado comunicarme con usted por medio de una carta y de una tarjeta acerca de los Estudios Nacionales de Elecciones Estadounidenses. Posiblemente recuerde el regalo de 10 dólares que se le envió con la carta.

Le escribo por una última vez para solicitar su ayuda.

Quisieramos preguntarle acerca de su opinión respecto a varios temas relacionados con la vida en Estados Unidos hoy en día. La encuesta termina en unos días, así que está es mi última oportunidad de comunicarme con usted.

Dado que su participación es fundamental para el éxito del estudio, le podemos dar {ESCALATEDINCENTIVE} dólares como agradecimiento por su tiempo.

Para empezar, vaya a anes.stanford.edu e ingrese esta número de identificación {PIN}

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Nonresponse letter 3B-6 (English)

[ANES logo]

A joint research study by the National Science Foundation, the University of Michigan, Stanford University, and Westat

{DATE}

To the family living at
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

To the family living at {ADDR1} {ADDR2}:

We’ve been trying to reach your household so you can be part of the American National Election Studies. You may remember the gift of $10 in our second letter.

Because your participation is critical for the success of the study, we can give you another \$\{ESCALATEDINCENTIVE\} as a thank-you for your time.

Your household was scientifically selected from among all the households in the country, and we cannot substitute another household for yours. We need you for the results of our study to be accurate. That is why we can offer you \$\{ESCALATEDINCENTIVE\} to take the one-hour survey.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN).

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator

[Stanford University, M, Westat logos]
Nonresponse letter 3B-6 (Spanish)

A la familia que vive en
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

Hemos estado intentado comunicarnos con su hogar para que pueda participar en los Estudios Nacional de Elecciones Estadounidenses. Posiblemente recuerde nuestro regalo de 10 dólares en nuestra segunda carta.

Dado que su participación es fundamental para el éxito del estudio, le podemos dar otros ({ESCALATEDINCENTIVE}) dólares como agradecimiento por su tiempo.

Mediante un método científico su hogar fue seleccionado de entre todos los hogares del país, así que no podemos reemplazarlo con otro hogar. Lo necesitamos para que los resultados del estudio sean exactos. Es por eso que podemos ofrecerle ({ESCALATEDINCENTIVE}) dólares por contestar la encuesta de una hora.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación {PIN}

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
To the family living at {ADDR1} {ADDR2}:

The online study for the American National Election Studies has ended, but you can still participate by phone and receive $\{ESCALATEDINCENTIVE\} for a 90-minute interview, if you call us by November 2.

I’m writing to you just one last time to ask for your help.

We’ve been trying to reach your household so you can be part of this important research study being done by Stanford University and the University of Michigan. Because your participation is critical for the success of the study, we can give you $\{ESCALATEDINCENTIVE\} as a thank you for your time. Our professional interviewer will ask your opinions over the phone.

**Please do the interview today. To start, call 855-996-1325 and give the interviewer the ID number \{PIN\}.**

In this envelope we’ve also included a booklet that will help to have with you when you do the interview.

Answers to questions about the study can be found on the back of this letter. You’re always welcome to e-mail us at anes2020help@stanford.edu or to call the number above if you have questions. Remember, the study — and the offer for $\{ESCALATEDINCENTIVE\} — ends November 2.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
A la familia que vive en {ADDR1} {ADDR2}.

Le escribo por una última vez para solicitar su ayuda.

Hemos estado intentando comunicarnos con su hogar para que pueda participar en este importante estudio de investigación que se realiza para la Universidad de Stanford y la Universidad de Michigan. Dado que su participación es fundamental para el éxito del estudio, le podemos dar [ESCALATEDINCENTIVE] dólares como agradecimiento por su tiempo. Nuestro entrevistador profesional le preguntará su opinión por teléfono.

Por favor, haga la entrevista hoy. Para empezar, llame al 855-996-1325 y déle al entrevistador el número de identificación [PIN].

En este sobre, también hemos incluido un folleto que le servirá de ayuda cuando haga la entrevista.

Puede encontrar respuestas a preguntas acerca del estudio en la parte posterior de esta carta. Cuando desee, puede enviarnos un correo electrónico a anes20help@stanford.edu o llamarnos al número anterior si tiene otras preguntas. Recuerde, el estudio — y la oferta de [ESCALATEDINCENTIVE] dólares — terminan el 2 de noviembre.

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Dear {FIRSTNAME} {LASTNAME}:

Welcome to the American National Election Studies (ANES)!

I am writing to invite you to take part in this important study being done for Stanford University and the University of Michigan.

Someone in your household recently completed the first stage of the American National Election Studies. You have been scientifically selected to take part in the next stage of the study to help us find out what Americans think about life in the United States today.

Everyone who completes the survey will receive $10 in cash with this letter, and when you take the survey we will send another $10 (INCENTIVE). The $10 is yours to keep as a thank-you for reading this letter.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting. We think you will, too.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN).

Answers to questions about the ANES can be found on the back of this letter. You are always welcome to e-mail us at anes2020help@stanford.edu or call toll-free 1-855-587-4007 if you have other questions.

Thank you very much. We appreciate your help.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Invitation letter 3B-12 (Spanish)


ew[DATE]

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

Estimado(a) {FIRSTNAME} {LASTNAME}:

¡Bienvenido a los Estudios Nacionales de Elecciones Estadounidenses (ANES, por sus siglas en inglés)!

Le escribo para invitarlo a participar en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan.

Recentemente alguien en su hogar contestó la primera parte de la encuesta para los Estudios Nacionales de Elecciones Estadounidenses. Mediante un método científico, se le ha seleccionado para participar en la siguiente etapa del estudio y ayudarnos a conocer lo que piensan las personas en Estados Unidos acerca de la vida en este país hoy en día.

Todas las personas que contesten la encuesta recibirán [TOTALINCENTIVE] dólares. Estoy aduñando 10 dólares en efectivo con esta carta, y cuando haga la encuesta, le enviaremos otros [INCENTIVE] dólares. Los 10 dólares son para usted como agradecimiento por leer esta carta.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. A las personas el estudio les parece interesante. Y creemos que usted también pensará lo mismo.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN]

Puede encontrar respuestas a preguntas acerca de ANES en la parte posterior de esta carta. Cuando desee, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llámenos a la línea directa y gratuita al 1-855-597-0067 si tiene otras preguntas.

Muchas gracias. Agradecemos su colaboración.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Senior Investigator

1000 Research Blvd
Rockville, MD 20850-3129

Methodology Report for the ANES 2020 Time Series Study
Nonresponse letter 3B-16 (English)

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY} {ST} {ZIP}

{DATE}

Dear {FIRSTNAME} {LASTNAME}:

I have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with the letter.

We would like to ask you about your opinions on a variety of topics related to life in the United States today. The survey is ending soon, so we are running out of time to reach you.

Because your participation is critical for the success of the study, we can give you $ {ESCALATEDINCENTIVE} as a thank you for your time.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN).

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Nonresponse letter 3B-16 (Spanish)

Estimado(a) [FIRSTNAME] [LASTNAME].

Recientemente he intentado comunicarme con usted por medio de una carta y de una tarjeta acerca de los Estudios Nacionales de Elecciones Estadounidenses. Posiblemente recuerde el regalo de 10 dólares que se le envió con la carta.

Quisiéramos preguntarle acerca de su opinión respecto a varios temas relacionados con la vida en Estados Unidos hoy en día. La encuesta terminará pronto, así que se nos acaba el tiempo para poder comunicarnos con usted.

Dado que su participación es fundamental para el éxito del estudio, le podemos dar [ESCALATEDINCENTIVE] dólares como agradecimiento por su tiempo.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN]

Atentamente,

[Signature]

[Dr. Roger Tourangeau]
Investigador principal
Push to phone letter 3B-18 (English)

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

[DATE]

Dear {FIRSTNAME} {LASTNAME}:

The online study for the American National Election Studies has ended, but you can still participate by phone and receive ${{ESCALATEDINCENTIVE}} for a 90-minute interview, if you call us by November 2.

I’m writing to you just one last time to ask for your help.

We’ve been trying to reach you so you can be part of this important research study being done by Stanford University and the University of Michigan. Because your participation is critical for the success of the study, we can give you ${{ESCALATEDINCENTIVE}} as a thank you for your time. Our professional interviewer will ask your opinions over the phone.

Please do the interview today. To start, call 855-996-1325 and give the interviewer the ID number [PIN].

In this envelope we’ve also included a booklet that will help to have with you when you do the interview.

Answers to questions about the study can be found on the back of this letter. You’re always welcome to e-mail us at anes2020help@stanford.edu or to call the number above if you have questions. Remember, the study — and the offer of ${{ESCALATEDINCENTIVE}} — ends November 2.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator

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Estimado(a) [FIRSTNAME] [LASTNAME]:

La encuesta por Internet para los Estudios Nacionales de Elecciones Estadounidenses ha finalizado, pero usted todavía puede participar por teléfono y recibir [ESCALATED INCENTIVE] dólares por una entrevista de 90 minutos, si nos llama antes del 2 de noviembre.

Le escribo por una última vez para solicitar su ayuda.

Hemos estado intentando comunicarnos con usted para que pueda participar en este importante estudio de investigación que se realiza para la Universidad de Stanford y la Universidad de Michigan. Dado que su participación es fundamental para el éxito del estudio, le podemos dar [ESCALATED INCENTIVE] dólares como agradecimiento por su tiempo. Nuestro entrevistador profesional le preguntará su opinión por teléfono.

Por favor, haga la entrevista hoy. Para empezar, llame al 855-996-1325 y dele al entrevistador el número de identificación (PIN).

En este sobre, también hemos incluido un folleto que le servirá de ayuda cuando haga la entrevista.

Puede encontrar respuestas a preguntas acerca del estudio en la parte posterior de esta carta. Cuando desee, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llamarnos al número anterior si tiene otras preguntas. Recuerde, el estudio — y la oferta de [ESCALATED INCENTIVE] dólares — terminan el 2 de noviembre.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Dear {FIRSTNAME} {LASTNAME}:

Recently you started the online survey for the American National Election Studies, but you did not do the Zoom video interview.

Thank you for your willingness to participate. I'm sorry something stopped you.

You were scientifically selected for this study, so we must include you for the study's results to be as accurate as possible. That is why I want to do whatever it takes to include you, including giving you ${{ESCALEDINCENTIVE}} for your time.

If you don't know how to use Zoom, I will have a trained staff member talk to you on the phone or answer your email to help you get started. Zoom usually takes only a few minutes to start. Just write to anes2020help@stanford.edu or call {{PHONE NUMBER}}.

Please do the study today: just go to anes.stanford.edu, click Start Survey, and type your ID, {{PIN}}

Thank you for your willingness to participate in this important study.

Sincerely,

Dr. Matthew DeBell
Senior Research Scholar
Stanford University
Dear [FIRSTNAME] [LASTNAME]:

Recently you started the online survey for the American National Election Studies, but you did not do the Zoom video interview.

Thank you for your willingness to participate. I’m sorry something stopped you.

You were scientifically selected for this study, so we must include you for the study’s results to be as accurate as possible. That is why I want to do whatever it takes to include you, including giving you $[ESCALATEDINCENTIVE] for your time.

If you don’t know how to use Zoom, I will have a trained staff member talk to you on the phone or answer your email to help you get started. Zoom usually takes only a few minutes to start. Just write to anes2020help@stanford.edu or call [PHONE NUMBER].

Please do the study today: just go to anes.stanford.edu, click Start Survey, and type your ID, [PIN]

Thank you for your willingness to participate in this important study.

Sincerely,

[Signature]

Dr. Matthew DeBell
Senior Research Scholar
Stanford University
Push to web letter 3C-24 (English)

Dear [FIRSTNAME] [LASTNAME]:

Recently you started the online survey for the American National Election Studies, but you did not do the Zoom video interview.

Thank you for your willingness to participate. I’m sorry something stopped you.

You were scientifically selected for this study, so we must include you for the study’s results to be as accurate as possible. That is why I want to do whatever it takes to include you.

If you don’t know how to use Zoom, I will have a trained staff member talk to you on the phone or answer your email to help you get started. Zoom usually takes only a few minutes to start. Just write to anes2020help@stanford.edu or call [PHONE NUMBER].

If Zoom just doesn’t work for you, that’s okay – we have an online questionnaire you can fill out on your own, with no interviewer. So you can still participate and receive your $[INCENTIVE]. But I hope you will do the video interview, if possible, because the interview works best when our professional interviewer asks the questions.

Please do the study today: just go to anes.stanford.edu, click Start Survey, and type your ID, [PIN]. The survey will ask you if you choose to continue with video or without video.

Thank you for your willingness to participate in this important study.

Sincerely,

[Signature]

Dr. Matthew DeBell
Senior Research Scholar
Stanford University

Methodology Report for the ANES 2020 Time Series Study 155
Estimado(a) {FIRSTNAME} {LASTNAME}:

Recientemente comenzó a contestar una entrevista por Internet para los Estudios Nacionales de Elecciones Estadounidenses, pero no hizo la video entrevista en Zoom.

Gracias por su interés en participar. Lo lamento, pero algo dejo de funcionar.

Mediante un método científico, se le ha seleccionado para este estudio de investigación, así que lo necesitamos incluir para que los resultados del estudio sean los más exactos posible. Por eso quiero hacer lo que sea para incluirlo.

Si no sabe cómo usar Zoom, un miembro del personal capacitado hablará con usted por teléfono o responderá su correo electrónico para ayudarlo a empezar. Zoom generalmente toma unos pocos minutos para empezar. Simplemente escriba a anes2020help@stanford.edu o llame al {PHONE NUMBER}.

Si Zoom simplemente no funciona para usted, está bien — tenemos un cuestionario por Internet que puede completar por su propia cuenta, sin entrevistador. Todavía puede participar y recibir {INCENTIVE} dólares. Pero espero que haga la video entrevista, si es posible, porque la entrevista funciona mejor cuando nuestro entrevistador profesional hace las preguntas.

Por favor, haga la entrevista hoy; simplemente vaya a anes.stanford.edu, haga clic en el botón iniciar encuesta y escriba su ID, {PIN}. La encuesta le preguntará si opta por continuar con video o sin video.

Gracias por su interés en participar en este importante estudio.

Atentamente,

Dr. Matthew DeBell
Investigador académico principal
Universidad de Stanford

1800 Research Blvd
Rockville, MD 20850-3129
Dear {FIRSTNAME} {LASTNAME}:

You participated in our study in 2016, and with your help it was a success.

Last month I sent a letter inviting you to participate in the 2020 American National Election Studies, but we have not heard from you.

In {FULLSTATE}, the 2016 study you’re a part of has been used at {UNIVERSITY1} and {UNIVERSITY2}, among many others all over the country. Students learn what Americans think about public affairs and American democracy, and the study is better because of you.

Your past participation means that by interviewing you now we can learn what Americans think about life in the United States today and how that may have changed in the last few years.

To thank you for participating now, we will give you $50. I enclosed $10 in cash in my previous letter, and when you take the survey we will send a check for $40.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too. It is easy to do on the internet, and takes about an hour.

Please take the survey today. To start, type anes.stanford.edu in the address window of your web browser, click “Start Survey” button, and then enter the ID number (PIN).

Answers to Questions about the Study can be found on the back of this letter. You are always welcome to e-mail us at anes2020help@stanford.edu or call toll-free 1-855-597-0067 if you have other questions.

Thank you very much. We look forward to hearing from you.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Invitación 2-7 (Español)

{FIRSTNAME} {LASTNAME}

{ADD1} {ADD2}

{CITY}, {ST} {ZIP}

Estimado(a) {FIRSTNAME} {LASTNAME}:

Usted participó en nuestro estudio en el 2016 y con su ayuda fue un gran éxito.

El mes pasado le envíe una carta invitándolo a participar en los Estudios Nacionales de Elecciones Estadounidenses del 2020, pero todavía no hemos recibido su respuesta.

En {FULLSTATE}, el estudio del 2016, del cual usted forma parte, se ha usado en {UNIVERSITY1} y en {UNIVERSITY2}, entre muchas otras de todo el país. Los estudiantes aprenden cosas sobre las personas en Estados Unidos acerca de asuntos públicos y la democracia en Estados Unidos, y el estudio es mejor gracias a usted.

Su pasada participación significa que al entrevistarlo a usted ahora podemos conocer lo que piensan las personas en Estados Unidos acerca de la vida hoy en día en el país y cómo ha cambiado en los últimos años.

Como agradecimiento por su participación ahora, le daremos $50 dólares. En mi carta anterior les enviamos $10 dólares en efectivo, y cuando conteste la encuesta le enviamos un cheque por $40 dólares.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. Las personas piensan que el estudio es interesante y fácil de hacer. Y creemos que usted también pensará lo mismo. Contestar la encuesta por internet es fácil y toma aproximadamente una hora.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, escriba anes@stanford.edu en la barra de direcciones de su navegador, haga clic en el botón “Comenzar encuesta” y anota el número de identificación (PIN).

Puede encontrar respuestas a preguntas acerca del estudio en la parte posterior de esta carta. Cuando desee, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llamarnos a la línea directa y gratuita al 1-855-597-0067 si tiene otras preguntas.

Muchas gracias. Esperamos recibir pronto sus respuestas.

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Stanford University

Methodology Report for the ANES 2020 Time Series Study
Invitation letter 2-8 (English)

American National Election Studies
1600 Research Blvd, RD-916
Rockville, MD 20850-3129

[72x40]Methodology Report for the ANES 2020 Time Series Study

[523x40]159

[72x710]Invitation letter 2-8 (English)

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[72x710]Invitation letter 2-8 (English)
Estimado(a) [FIRSTNAME] [LASTNAME],

¡Bienvenido nuevamente a los Estudios Nacionales de Elecciones Estados Unidos! 

Recientemente le enviamos un correo electrónico invitándolo a participar nuevamente en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan. 

Si ya ha contestado la encuesta, reciba nuestro agradecimiento. Su cheque por 40 dólares llegaré en aproximadamente una semana. Si todavía no ha contestado la encuesta, esperamos que este sea un buen momento de hacerlo.

En el 2016 usted fue seleccionado mediante un método científico para participar en ANES y aprender lo que las personas en Estados Unidos piensan acerca de la vida en este país. Al participar en el 2020, usted nos ayudará a averiguar lo que las personas en Estados Unidos piensan ahora y cómo han cambiado sus opiniones desde el 2016.

Le daremos 50 dólares como agradecimiento por su tiempo. Estoy adjuntando 10 dólares en efectivo con esta carta y cuando usted termine el estudio le enviaremos otros 40 dólares.

Por supuesto, su participación es voluntaria y es de sumo importancia para el éxito del estudio. Las personas piensan que el estudio es interesante y fácil de hacer. Y creemos que usted también pensará lo mismo.

Por favor, tomas el tiempo para hacer la encuesta el día de hoy. Para empezar, escriba anes@stanford.edu en la barra de direcciones de su navegador, haga clic en el botón “Comenzar encuesta” y anote el número de identificación (PIN).

Puede encontrar respuestas a preguntas acerca del estudio en la parte posterior de esta carta. Cuando desee, puede enviarle un correo electrónico a anes2020help@stanford.edu o llamarnos a la línea directa y gratuita al 1-855-597-0067 si tiene otras preguntas.

Muchas gracias. Agradecemos su colaboración.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Nonresponse letter 2-14 (English)

[DATE]

[FIRSTNAME] [LASTNAME]
[ADDR1] [ADDR2]
[CITY] [ST] [ZIP]

Dear [FIRSTNAME] [LASTNAME],

I have recently tried to reach you by sending letters, emails, and postcards about the American National Election Studies.

The survey ends soon, so I am running out of time to reach you.

I'm writing one last time to ask for your help.

We would like to ask your opinions on a variety of topics related to life in the United States today.

You did the ANES interview in 2016, so no one else can replace you. Your participation is critical for the success of the study, so we will give you $[ESCALATEDINCENTIVE] as a thank-you for your time.

To start, go to anes.stanford.edu and enter the ID number [PIN].

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Nonresponse letter 2-14 (Spanish)

ANES
American National Election Studies

A joint research study by the National Science Foundation, the University of Michigan, Stanford University, and Westat

{DATE}

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

Estimado(a) {FIRSTNAME} {LASTNAME}:

He intentado comunicarme recientemente con usted enviándole cartas, correos electrónicos, y tarjetas acerca de los Estudios Nacionales de Elecciones Estadounidenses.

La encuesta terminará pronto, así que nos queda poco tiempo para comunicarnos con usted.

Le escribo por última vez para solicitar su ayuda.

Quisiéramos preguntarle su opinión acerca de varios temas relacionados con la vida en Estados Unidos hoy en día.

Usted participó en la entrevista de ANES del 2016, así que nadie lo puede reemplazar. Su participación es fundamental para el éxito del estudio, por lo que le daremos {ESCALATEDINCENTIVE} dólares como agradecimiento por su tiempo.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación {PIN}

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Payment letter for pre-election 33 (English)

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {STATE} {ZIP}

Dear {FIRSTNAME} {LASTNAME}:

Recently, you completed the American National Election Studies online. As promised, enclosed is a check for $\{INCENTIVE\}.

I hope you found the survey interesting and enjoyable. By completing it, you helped assure that Americans’ opinions, attitudes, and beliefs about a range of important topics were more accurately represented. Your participation was vital to the success of the study, and I’m happy to report that the study is going very well. Thank you very much for your part in making it work.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Payment letter for pre-election 33 (Spanish)

{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

Estimado(a) {FIRSTNAME} {LASTNAME}:

Recientemente usted contestó la encuesta de Los Estudios Nacionales de Elecciones Estadounidenses. Como se lo prometimos, adjunto le estamos enviando un cheque por $[INCENTIVE].

Esperamos que la encuesta le haya parecido interesante y agradable. Al contestar la encuesta, usted ha ayudado a garantizar que se hayan representado con exactitud las opiniones, actitudes y creencias de las personas en Estados Unidos acerca de una variedad de temas importantes. Su participación era esencial para el éxito del estudio y me alegra informarle que el estudio avanza muy bien. Muchas gracias por su ayuda con el éxito del estudio.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Dear {FIRSTNAME} {LASTNAME}:

In [PRE COMPLETION MONTH] you completed the American National Election Studies. Thank you again for doing the survey. By now you should have received your thank-you check for $[INCENTIVE].

I’m writing to invite you to participate one more time.

In order for our study to accurately describe what all Americans think and what has changed and what has stayed the same since we interviewed you last time, we need to include you.

Because your participation is so important for our study, we can offer you another $[INCENTIVE] to take the survey. Since you did a survey in [PRE COMPLETION MONTH], you are irreplaceable. Please take the survey today.

To start, go to anes.stanford.edu and enter the ID PIN

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator

1000 Research Blvd
Rockville, MD 20850-3129
Estimado(a) {FIRSTNAME} {LASTNAME}:

En {PRE COMPLETION MONTH} usted participó en los Estudios Nacionales de Elecciones Estadounidenses. Nuevamente gracias por haber contestado la entrevista. Usted debe haber recibido ya su cheque de agradecimiento por {INCENTIVE} dólares.

Le escribo para invitarlo una vez más a participar.

Para que nuestro estudio describa verazmente lo que todas las personas en Estados Unidos piensan, y lo que ha cambiado y ha permanecido igual desde la última vez que lo entrevistamos, necesitamos incluirlo a usted.

Debido a que su participación es muy importante para nuestro estudio, podemos ofrecerle otros {INCENTIVE} dólares por tomar la encuesta. Debido a que usted contestó una encuesta en {PRE COMPLETION MONTH} no lo podemos reemplazar. Por favor, conteste la encuesta hoy.

Para comenzar, vaya a anes.stanford.edu y anote la identificación {PIN}

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Post invitation letter 36 (English, video)

November 2020

Dear {FIRSTNAME} {LASTNAME},

In {PRE COMPLETION MONTH} you completed the American National Election Studies. Thank you again for doing the survey. By now you should have received your thank-you check for ${INCENTIVE}.

I’m writing to invite you to participate one more time.

In order for our study to accurately describe what all Americans think and what has changed and what has stayed the same since we interviewed you last time, we need to include you.

Because your participation is so important for our study, we can offer you another ${INCENTIVE} to take the survey. Since you did a survey in {PRE COMPLETION MONTH}, you are irreplaceable. Please take the survey today.

To start, call 1-855-996-1325 and give the interviewer the ID {PIN}. Our interviewers are available from {HOURS}.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Estimado(a) {FIRSTNAME} {LASTNAME}:

En {PRE COMPLETION MONTH} usted participó en los Estudios Nacionales de Elecciones Estadounidenses. Nuevamente gracias por haber contestado la entrevista. Usted debe haber recibido ya su cheque de agradecimiento por [INCENTIVE] dólares.

Le escribo para invitarlo una vez más a participar.

Para que nuestro estudio describa verazmente lo que todas las personas en Estados Unidos piensan, y lo que ha cambiado y ha permanecido igual desde la última vez que lo entrevistamos, necesitamos incluirlo a usted.

Debido a que su participación es muy importante para nuestro estudio, podemos ofrecerle otros [INCENTIVE] dólares por tomar la encuesta. Debido a que usted contestó una encuesta en [PRE COMPLETION MONTH] no lo podemos reemplazar. Por favor, conteste la encuesta hoy.

Para comenzar, llame al 1-855-996-1325 y dele al entrevistador la identificación [PIN]. Nuestros entrevistadores están disponibles de [HOURS].

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Post invitation letter 36 (English, phone)
*No phone interviews were completed in Spanish, so only an English version was produced.

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Dear [FIRSTNAME] [LASTNAME]:

In [PRE COMPLETION MONTH] you completed the American National Election Studies. Thank you again for doing the survey. By now you should have received your thank-you check for §[ INCENTIVE].

I'm writing to invite you to participate one more time.

In order for our study to accurately describe what all Americans think and what has changed and what has stayed the same since we interviewed you last time, we need to include you.

Because your participation is so important for our study, we can offer you another §[ INCENTIVE] to take the survey. Since you did a survey in [PRE COMPLETION MONTH], you are irreplaceable. Please take the survey today.

To start, go to anes.stanford.edu and enter the ID [PIN]. Our interviewers are available from [HOURS].

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Post reminder letter 38 (English)

Dear {FIRSTNAME} {LASTNAME}:

Recently we sent you a letter in the mail to invite you to be interviewed again for the American National Election Studies, conducted by Stanford University and the University of Michigan.

If you completed the survey before getting this letter, thank you very much. Your check should arrive in the mail in about a week.

You are irreplaceable to the American National Election Studies because of the interview you completed with us in [PRE COMPLETION MONTH]. This is why we would like to offer you $[INCENTIVE] for your time if you complete [an online / a telephone] interview by [END DATE]. However, we cannot offer that payment after our study ends on that date.

In order for our study to accurately describe what all Americans think, we need to include you. We cannot interview someone else to replace you.

To start, [go to anes.stanford.edu and enter the ID [PIN]] / go to anes.stanford.edu and enter the ID [PIN]. Our interviewers are available from [HOURS]. / call 1-855-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from [HOURS].

If you have any questions or need help, you are always welcome to call us at 1-855-597-0067.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Estimado(s) [FIRSTNAME] [LASTNAME]:

Recientemente le enviamos una carta por correo para invitarlo a ser entrevistado nuevamente para los Estudios Nacionales de Elecciones Estadounidenses, realizados por la Universidad de Stanford y la Universidad de Michigan.

Si ya contestó la encuesta antes de recibir esta carta, reciba nuestro agradecimiento. Su cheque deberá llegar por correo en aproximadamente una semana.

Usted es irreemplazable para los Estudios Nacionales de Elecciones Estadounidenses ya que contestó una entrevista para nosotros en [PRE COMPLETION MONTH]. Por esta razón quizásiremos ofrecerle [INCENTIVE] dólares por su tiempo si completa una entrevista (por Internet / por teléfono) antes de [END DATE]. Sin embargo, no podemos ofrecerle ese pago después de que nuestro estudio termine en esa fecha.

Para que nuestro estudio describa verazmente lo que todas las personas en Estados Unidos piensan, necesitamos incluirlo a usted. No podemos entrevistar a otra persona para reemplazarlo.


Si tiene alguna pregunta o necesita ayuda, con gusto nos puede llamar al 1-855-597-0067.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Alternate address letter 40 (English)
* No Spanish cases were eligible for this letter, so only the English version was used.

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Dear [FIRSTNAME] [LASTNAME]:

Recently we sent you letters delivered by FedEx and the U.S. mail to your address on {STREET NAME} in {CITY} to invite you to be interviewed once more for the American National Election Studies.

We're sending this one extra letter to this address because this is where you asked us to send your thank-you check after you completed your interview in {PRE COMPLETION MONTH}.

You are irreplaceable to us because of the interview you completed in {PRE COMPLETION MONTH}. This is why we would like to offer you a $[INCENTIVE] payment for your time if you complete an interview by {END DATE}. However, we cannot offer that payment after our study ends on that date.

In order for our study to accurately describe what all Americans think, we need to include you. We cannot interview someone else to replace you.

The study ends in a few days, so please take the survey today. To start, [go to anes.stanford.edu and enter the ID [PIN]] / go to anes.stanford.edu and enter the ID [PIN]. Our interviewers are available from [HOURS], / call 1-855-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from [HOURS].

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Dear [FIRSTNAME] [LASTNAME]:

Recently you completed a second questionnaire for the American National Election Studies. As promised, enclosed is a check for $[INCENTIVE].

Thank you very much for your participation in the study. We are grateful for your part in making this study a success.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Estimado(a) [FIRSTNAME] [LASTNAME]:

Recientemente usted contestó un segundo cuestionario para los Estudios Nacionales de Elecciones Estadounidenses. Como se lo prometimos, adjunto le estamos enviando un cheque por [INCENTIVE] dólares.

Muchas gracias por su participación en el estudio. Estamos muy agradecidos por su contribución al éxito del estudio.

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Methodology Report for the ANES 2020 Time Series Study

Postcards

Reminder postcard 3A-3 (English)

We're looking forward to hearing from you!

Recently we sent you three letters about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! Your check for $INCENTIVE should arrive in a week or so.

If you haven’t done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number [PIN].

If you didn’t see our letters, we’re sorry we missed you. Your household has been scientifically selected for this important research study. We want to include you, and we will pay you $INCENTIVE for your time. It takes just a few minutes to get started and find out if everyone in your household is eligible by answering a few questions online. People that the study needs will be invited, and we think you will too.

Thank you!

Reminder postcard 3A-3 (Bilingual)

We’re looking forward to hearing from you!

Recently hemos mandado tres cartas sobre las American National Election Studies, un estudio importante para saber qué piensan las personas en los Estados Unidos acerca de su vida en este país.

Si ya completaste la encuesta, gracias por mucho! Tu cheque de $INCENTIVE debería llegar en una semana.

Si no completaste la encuesta, esperamos que ahora sea un buen momento.

Para empezar, vaya a anes.stanford.edu y ingrese su ID número [PIN].

Si no ve sus cartas, lo siento, pero nos extrañamos. Su hogar ha sido científicamente seleccionado para este estudio importante de investigación. Queremos incluirlo, y le pagaríamos $INCENTIVE por su tiempo. Solo le llevará unos minutos empezar y encontrar si a la encuesta que se adapta a sus necesidades. El estudio necesita a personas que sean invitadas, y esperamos que usted vaya a ser invitado.

¡Muchas gracias!

Reminder postcard 3A-4 (English)

Time is Running Out!

Don’t miss your opportunity to participate in the American National Election Studies and receive $INCENTIVE.

To start, go to anes.stanford.edu and enter the ID number [PIN].

Thank you!
Reminder postcard 3A-5 (English)

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your household to get an accurate picture of what Americans think.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, enter the ID number (PIN).

If you need any help you can reach our friendly staff at 1-866-597-0067.

Thank you!

Reminder postcard 3A-5 (Bilingual)

You can still participate.

La Universidad de Stanford y la Universidad de Michigan están realizando las Encuestas Nacionales de Elecciones de los Estados Unidos. Necesitamos incluir a su hogar para obtener un retrato preciso de lo que piensan los estadounidenses.

Por favor, ayúdenos a hacer esto hoy. Para empezar, ingrese en su navegador a anes.stanford.edu. Cuando llegue a la página, ingrese el número de identificación (PIN).

Si necesita ayuda, puede llegar a nuestro equipo amigable llamando al 1-866-597-0067.

¡Muchas gracias!
Nonresponse postcard 3A-7 (English)

If you already completed the American National Election Studies online, thank you very much! Your thank you check will arrive soon.

If you haven’t yet, we need you! And to thank you we will send you ($250.00 for non-U.S. participants) if you do the online interviews before the study ends on Monday, November 2.

To start, go to anes.harvard.edu and enter the ID number (PIN). Call 1-866-597-0067 if you need any help.

Thank you!

Nonresponse postcard 3A-7 (Bilingual)

If you already completed the American National Election Studies online, thank you very much! Your thank you check will arrive soon.

If you haven’t yet, we need you! And to thank you we will send you ($250.00 for non-U.S. participants) if you do the online interviews before the study ends on Monday, November 2.

To start, go to anes.harvard.edu and enter the ID number (PIN). Call 1-866-597-0067 if you need any help.

Si ya ha contestado por Internet la encuesta de los Estudios Nacionales de Elecciones, gracias por su participación. Si no ha hecho tanto, ¡póngase en contacto con nosotros! Si ya ha contestado por Internet la encuesta de los Estudios Nacionales de Elecciones, gracias por su participación. Si no ha hecho tanto, ¡póngase en contacto con nosotros! Si ya ha contestado por Internet la encuesta de los Estudios Nacionales de Elecciones, gracias por su participación. Si no ha hecho tanto, ¡póngase en contacto con nosotros!

Thank you! ¡Muchas gracias!
We’re looking forward to hearing from you!

Recently we sent you a letter about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! Your check for $\{\text{INCENTIVE}\}$ should arrive in a week or so.

If you haven’t done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number (PIN)

If you didn’t see our letter, we’re sorry we missed you. You have been scientifically selected for this important research study. We want to include you, and we will pay you $\{\text{INCENTIVE}\}$ for your time. It takes about an hour. You can learn more about the study on our website. People find the study easy and enjoyable, and we think you will too.

Thank you!
We're looking forward to hearing from you!

Recently we sent you a letter about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! Your check for $[INCENTIVE] should arrive in a week or so.

If you haven't done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number (PIN).

If you didn't see our letter, we're sorry we missed you. You have been scientifically selected for this important research study. We want to include you, and we will pay you $[INCENTIVE] for your time. It takes about an hour. You can learn more about the study on our website. People find the study easy and enjoyable, and we think you will too.

Thank you!

¡Esperamos recibir pronto sus respuestas!

Recientemente le enviamos una carta acerca de los Estudios Nacionales de Elecciones Estadounidenses, un importante estudio para aprender lo que las personas en Estados Unidos piensan acerca de la vida en este país.

Si ya ha contestado la encuesta, recibirá nuestro agradecimiento. Si cheque por [INCENTIVE] estará llegando aproximadamente una semana.

Si todavía no ha contestado la encuesta, esperamos que este sea un buen momento de hacerlo.

Para empezar, vaya a anes.stanford.edu e ingrese su número de identificación (PIN).

Lamentamos que no haya visto nuestra correspondencia. Mediante un método científico, se le ha seleccionado para este importante estudio de investigación. Queremos indicarle que el pago [INCENTIVE] se le entregará por el tiempo que ha aproximadamente una hora. Puede encontrar más información acerca del estudio en nuestra página web. A las personas al estudio les pareció fácil y agradable y esperamos que también lo parecerá usted.

¡Muchas gracias!
Reminder postcard 3A-12 (English)

Dear (FIRSTNAME) (LASTNAME):

The American National Election Studies is looking forward to hearing from you!

We have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with this letter.

If you already completed the survey, thank you very much! Your check for $ INCENTIVE should arrive in a week or so.

If you haven’t done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number (PIN).

Thank you!
### Reminder postcard 3A-12 (Bilingual)

| Dr. Roger Thornton,  
| 1600 Research Blvd, Box # RC-556  
| Rockville, MD 20850-3239  

| **Methodology Report for the ANES 2020 Time Series Study**  
|  

| **Dear (FIRSTNAME) (LASTNAME):**  
| The American National Election Studies is looking forward to hearing from you!  
| We have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with the letter.  
| If you already completed the survey, thank you very much! Your check for $15 (INCENTIVE) should arrive in a week or so.  
| If you haven’t done the survey yet, we hope that now is a good time.  
| To start, go to anes.stanford.edu and enter the ID number (PIN)  
| Thank you!  

| **Estimado(a) (FIRSTNAME) (LASTNAME):**  
| ¡Los Estudios Nacionales de Elecciones Estadounidenses esperan pronto recibir sus respuestas!  
| Recientemente hemos intentado comunicarnos con usted por medio de una carta y de una tarjeta acerca de los Estudios Nacionales de Elecciones Estadounidenses. Probablemente recuerde el regalo de 10 dólares que se le envió con la carta.  
| Si ya ha contestado la encuesta, recibió nuestro agradecimiento. Su cheque por $15 (INCENTIVE) debería llegar en aproximadamente una semana.  
| Si todavía no ha contestado la encuesta, esperamos que este sea un buen momento de hacerlo.  
| Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN)  
| ¡Muchas gracias!
**Nonresponse postcard 3A-14 (English)**

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans think.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, enter the ID number (PIN).

If you need any help you can reach our friendly staff at 1.866.597.0067.

Thank you!

---

**Nonresponse postcard 3A-14 (Bilingual)**

You can still participate. Todavía puede participar.

La Universidad de Stanford y la Universidad de Michigan están conduciendo los Estudios Nacionales de Elecciones. Necesitamos incluir su voz para escuchar lo que piensan los estadounidenses.

Por favor, tomen la encuesta hoy. Para empezar, vayan online con el siguiente URL anes.stanford.edu. Cuando lleguen a la página, introduzcan el número de identificación (PIN).

Si necesitan ayuda, pueden llamar a nuestro equipo de asistencia en 1.866.597.0067.

¡Muchas gracias!

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**Reminder postcard 3B-3 (English)**

We’re looking forward to hearing from you!

Recently we sent you two letters about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! Your check (INCENTIVE) should arrive in a week or so.

If you haven’t done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number (PIN).

If you didn’t see our letters, we’re sorry we missed you. Your household has been scientifically selected for this important research study. We want to include you, and we will give you (INCENTIVE) for your time. It takes just a few minutes to get started and find out if someone in your household is eligible by answering a few questions online. People find the study easy and enjoyable, and we think you will, too.

Thank you!
Reminder postcard 3B-3 (Bilingual)

Reminder postcard 3B-4 (English)

Reminder postcard 3B-4 (Bilingual)
Reminder postcard 3B-5 (English)

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your household to get an accurate picture of what Americans think.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you are asked for your 10 number, type PIN.

If you need any help you can reach our friendly staff at 1-866-587-0067 or anes2020@stanford.edu.

Thank you!

Reminder postcard 3B-5 (Bilingual)

You can still participate.  Todavía puedes participar.

Stanford University and the University of Michigan están llevando a cabo los Estudios Nacionales de Elecciones, necesitamos incluir su hogar para obtener una imagen precisa de lo que piensan las personas en Estados Unidos.

Por favor, tome el tiempo para hacer la encuesta el día de hoy. Para empezar, ingrese anes.stanford.edu en la barra de direcciones de su navegador. Cuando le pídan su número de identificación, ingrese PIN.

Si necesita ayuda, puede comunicarse con nuestro personal amigable al 1-866-587-0067 o en anes2020@stanford.edu.

Thank you! ¡Muchas gracias!

Nonresponse postcard 3B-7 (English)

If you already completed the American National Election Studies, thank you very much! Your thank you check will arrive soon.

If you haven't yet, we need you! And to thank you we will send you a legal Disclaimer (print) if you do the entire interview before the study ends.

To start, go to anes.stanford.edu and enter the ID number (PIN). Call 1-866-587-0067 if you need any help.

Thank you!
Nonresponse postcard 3B-7 (Bilingual)

If you have already completed the American National Election Studies, thank you very much! Your thank you check will arrive soon.

If you haven’t yet, we need you! And to thank you we will send you $1(ESCALATEDINCENTIVE) if you do the online interview before the study ends.

To start, go to anes.cfe.psu.edu and enter the ID number (PIN). Call 1-800-597-0067 if you need any help.

Can we give you $1(ESCALATEDINCENTIVE) to do a phone interview?

The University of Michigan and Stanford University are working together on the American National Election Studies. Your household has been scientifically selected to be included.

The study is about to end, on November 2. This is our last try to reach you.

We hope we won’t miss the chance to interview you, and you won’t miss your chance for $1(ESCALATEDINCENTIVE).

Please do the interview today. To start, call [PHONE NUMBER] and give the interviewer the ID number (PIN).

If you have questions, you can reach us by email at anes2020@nicholasstanford.edu or call us.

Thank you! ¡Muchas gracias!
Reminder postcard 3B-13 (English)

Dear [FIRSTNAME] [LASTNAME]:

We're looking forward to hearing from you!

Recently we sent you a letter about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! Your check for $[INCENTIVE] should arrive in a week or so.

If you haven't done the survey yet, we hope that now is a good time.

To start, go to www.stanford.edu and enter the ID number (PIN)

If you didn't see our letter, we're sorry we missed you. You have been scientifically selected for this important research study. We want to include you and we will pay you $[INCENTIVE] for your time. It takes about an hour. You can learn more about the study on our website. People find the study easy and enjoyable, and we think you'll too.

Thank you!
Dear [FIRSTNAME] [LASTNAME]:

We’re looking forward to hearing from you!

Recently we sent you a letter about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! If your check for $55/centavo should arrive in a few days or so.

If you haven’t done the survey yet, we hope that news is a good idea.

To start, go to www.anesdata.org and enter the ID number (PIN)

If you didn’t see our letter recently, we missed you. You have been scientifically selected for this important research study. We want to include you, and we will pay you $55/centavo for your time. It takes about an hour. You can learn more about the study on our website. People find this study easy and enjoyable, and we think you will too.

Thank you!

[Logo of ANES]

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Estimado(a) [FIRSTNAME] [LASTNAME]:

¡Esperamos recibir pronto sus respuestas!

Recientemente le enviamos una carta acerca de los estudios nacionales de Elecciones Estadounidenses, un importante estudio para aprender a qué las personas de Estados Unidos piensan acerca de la vida en esta país.

Si ya ha contestado la encuesta, te felicitamos por tu participación. Si hay alguna que no ha contestado la encuesta, esperamos que este sea el primer momento de hacerlo.

Para empezar, vaya a www.anesdata.org e ingrese este número de identificación (PIN).

Lamentamos que no haya visto nuestra correspondencia. Mediante un método científico, nos hemos seleccionado para este importante estudio de investigación. Queremos invitarte a que nos contestes esta encuesta por el tiempo. ¡Te lo aseguramos, es fácil y entretenido!

¡Muchas gracias!
Dear [FIRSTNAME] [LASTNAME]:

The American National Election Studies is looking forward to hearing from you!

We have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with the letter.

If you already completed the survey, thank you very much! Your check for $[INCENTIVE] should arrive in a week or so.

If you haven’t done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number (PIN)

Thank you!
Dear {FIRSTNAME} {LASTNAME}:

The American National Election Studies is looking forward to hearing from you!

We have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with the letter.

If you already completed the survey, thank you very much! Your check for $1(INCENTIVE) should arrive in a week or so.

If you haven't done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number (PIN)

Thank you!

Estimado(a) {FIRSTNAME} {LASTNAME}:

¡Los Estudios Nacionales de Elecciones Estadounidenses esperan pronto recibir sus respuestas!

Recientemente hemos intentado comunicarnos con usted por medio de una carta y de una tarjeta acerca de los Estudios Nacionales de Elecciones Estadounidenses. Posiblemente recibió el regalo de 10 dólares que le envié con la carta.

Si ya ha contestado la encuesta, reciba nuestro agradecimiento. Su cheque por (INCENTIVE) dólares llegará en aproximadamente una semana.

Si todavía no ha contestado la encuesta, esperamos que este sea un buen momento de hacerlo.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN)

¡Muchas gracias!
Dear {FIRSTNAME} {LASTNAME}:

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans think.

You will receive $\{ESCALATEDINCENTIVE\}$ for your time!

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN)

If you need any help you can reach our friendly staff at 1-855-597-0067.

Thank you!
Nonresponse postcard 3B-17 (Bilingual)

Dear {FIRSTNAME} {LASTNAME}:

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans think.

You will receive ${ESCALATEDINCENTIVE} for your time!

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number {PIN}.

If you need any help you can reach our friendly staff at 1-855-597-0067.

Thank you!

Estimado(a) {FIRSTNAME} {LASTNAME}:

Todavía puede participar.

La Universidad de Stanford y la Universidad de Michigan están realizando los Estudios Nacionales de Elecciones Estadounidenses. Necesitamos incluir su opinión para conocer lo que piensan las personas en Estados Unidos.

¡Recibirá (ESCALATEDINCENTIVE) dólares por su tiempo!

Por favor, tómese el tiempo para hacer la encuesta el día de hoy.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN).

Si necesita ayuda, se puede comunicar con nuestro amable personal en el 1-855-597-0067.

¡Muchas gracias!
Push to phone postcard 3B-20 (English)

Open this card for your personal invitation.

To hear what Americans think, we need to include your voice in the American National Election Studies. Stanford University and the University of Michigan are working together on the Anes Time Series Study.

Can we give you $[ESCALEDINCENTIVE] for an interview?

The University of Michigan and Stanford University are working together on the American National Election Studies. We need to include your voice to hear what Americans think.

The study ends November 2. We need to hear from you before that. (If you already did interview while this card was on its way, thank you! Your check for $[ESCALEDINCENTIVE] will come soon.)

Please do the interview today. To start, call our friendly staff at [PHONE NUMBER] and give the interviewer the ID number [PIN].

Thank you!
Methodology Report for the ANES 2020 Time Series Study

Push to phone postcard 3B-20 (Bilingual)

Can we give you $\{\text{ESCALATED INCENTIVE}\}$ for an interview?

The University of Michigan and Stanford University are working together on the American National Election Studies. We need to include your voice to hear what Americans think.

The study ends November 2. We need to hear from you before that. (If you already did interview while this card was on its way, thank you! Your check for $\{\text{ESCALATED INCENTIVE}\}$ will come soon.)

Please do the interview today. To start, call our friendly staff at (PHONE NUMBER) and give the interviewer the ID number (PIN).

Thank you!

---

¿Le podemos dar (ESCALATED INCENTIVE) dólares por hacer una entrevista?

La Universidad de Michigan y la Universidad de Stanford trabajan en conjunto en los Estudios Nacionales de Elecciones Estadounidenses. Necesitamos incluir su opinión para conocer lo que piensan las personas en Estados Unidos.

El estudio termina el 2 de noviembre. Necesitamos sus respuestas antes de esa fecha. (Si ya hizo la entrevista mientras esta tarjeta iba en camino, reciba nuestro agradecimiento. Su cheque por (ESCALATED INCENTIVE) dólares llegará pronto.)

Por favor, haga la entrevista hoy. Para empezar, llame a nuestro amable personal al (PHONE NUMBER) y déle al entrevistador el número de identificación (PIN).

¡Muchas gracias!
Methodology Report for the ANES 2020 Time Series Study

Push to video postcard 3C-30 (English)

American National Election Studies

012345 «Mailto: » «Send»
(Firstname) (Lastname)
ADDRESS1
ADDRESS2
CITY, STATE ZIP=ZIP

{Firstname} {Lastname}:
You can still participate and receive $i(ESCALATEDINCENTIVE).

Recently we invited you to do a video interview over Zoom for the American National Election Studies.

We would like you to do a video interview if you can! And if you do, we will give you $i(ESCALATEDINCENTIVE). Why the money? Including you, and everyone who was scientifically selected, makes our results more accurate.

Please do the study today. Thank you for getting started.

To finish your survey — and don’t miss your $i(ESCALATEDINCENTIVE) — go to anes.stanford.edu and enter the ID number (PIN)
You can still participate and receive $[ESCALATED INCENTIVE].

Recently we invited you to do a video interview over Zoom for the American National Election Studies.

We would still like you to do a video interview if you can! And if you do, we will give you $[ESCALATED INCENTIVE]. Why the money? Including you, and everyone who was scientifically selected, makes our results more accurate.

Please do the study today. Thank you for getting started.

To finish your survey – and don’t miss your $[ESCALATED INCENTIVE] – go to anes.stanford.edu and enter the ID number [PIN].

Todavía puedes participar y recibir $[ESCALATED INCENTIVE].

Recentemente lo invitamos a hacer una video entrevista en Zoom para los Estudios Electorales Nacionales Estadounidenses.

¡Todavía quisiéramos que hicieras una video entrevista si puedes! Si participas, le daremos $[ESCALATED INCENTIVE]. ¿Por qué ofrecemos dinero? Incluyendo tu participación y la de todas las personas que fueron seleccionadas con un método científico, hace que nuestros resultados sean más precisos.

Por favor, participe hoy en el estudio. Muchas gracias de antemano por su cooperación.

Para terminar su encuesta – y no perderse sus $[ESCALATED INCENTIVE] – vaya a anes.stanford.edu y anote el número de identificación [PIN].
You can still participate and receive $\$(INCENTIVE)$. Recently we invited you to do a video interview over Zoom for the American National Election Studies. We would still like you to do a video interview if you can! And if you can’t use Zoom, you can participate by answering questions on your own, without video. Please do the study today. Thank you for getting started.

To finish your survey – and don’t miss your $\$(INCENTIVE) – go to anes.stanford.edu and enter the ID number (PIN). Then you can choose how to do the survey: a video call using Zoom with an interviewer, or a web questionnaire you fill out on your own.
You can still participate and receive $[INCENTIVE].

Recently we invited you to do a video interview over Zoom for the American National Election Studies.

We would still like you to do a video interview if you can! And if you can’t use Zoom, you can participate by answering questions on your own, without video.

Please do the study today. Thank you for getting started.

To finish your survey – and don’t miss your $[INCENTIVE] – go to anes.stanford.edu and enter the ID number (PIN). Then you can choose how to do the survey: a video call using Zoom with an interviewer, or a web questionnaire you fill out on your own.

(FIRSTNAME) (LASTNAME):

Todavía puede participar y recibir [INCENTIVE] dólares.

Recientemente lo invitamos a hacer una video entrevista en Zoom para los Estudios Electorales Nacionales Estadounidenses.

¿Todavía quisieramos que hiciera una video entrevista si puede? Y si no puede usar Zoom, puede participar respondiendo preguntas por su propia cuenta, sin video.

Por favor, haga la entrevista hoy. Muchas gracias por comenzarla.

Para terminar la encuesta – y no perder sus [INCENTIVE] dólares – vaya a anes.stanford.edu y anote el número de identificación (PIN). Entonces usted puede optar cómo hacer la encuesta: una video llamada usando Zoom con un entrevistador o un cuestionario en la web que debe contestar por su propia cuenta.
Reminder postcard 2-6 (English)

We're looking forward to hearing from you! I wrote to you last week to invite you to participate once more in an important research study that you are already a part of: the American National Election Studies, or ANES.

If you already completed the new survey, thank you very much! Your check for $175(INCENTIVE) should arrive in a week or so.

In 2020 you completed an online questionnaire for the ANES. Now we are doing a new study to learn how Americans are doing and where their opinions may have changed over the last few years.

We need to include your voice to hear what the country thinks. When you take the survey we will send you $175(INCENTIVE) to thank you for your time.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN).

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Reminder postcard 2-6 (Bilingual)

Dear [FIRSTNAME] [LASTNAME]:

We’re looking forward to hearing from you!

I wrote to you last week to invite you to participate once more in an important research study that you are already a part of: the American National Election Studies, or ANES.

If you already completed the new survey, thank you very much! Your check for $INCENTIVE should arrive in a week or so.

In 2016 you completed an online questionnaire for the ANES. Now we are doing a new study to learn how Americans are doing and how their opinions may have changed over the last few years.

We need to include your voice to hear what this country thinks. When you take the survey we will send you $INCENTIVE to thank you for your time.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN)

Sincerely,

Dr. Roger Tsangrage
Senior Investigator

---

Estimado(a) [FIRSTNAME] [LASTNAME]:

¡Esperamos recibir pronto sus respuestas!

La semana pasada le escribimos para invitarlo a participar una vez más en un estudio importante de investigación del que usted también forma parte: Los Estudios Nacionales de Elecciones estadounidenses o ANES, por sus siglas en inglés.

Si ya ha contestado la encuesta, recibió nuestro agradecimiento. Su cheque por $INCENTIVE dólares llegará en aproximadamente unas semanas.

En el 2016 usted respondió un cuestionario por Internet para ANES. Ahora estamos haciendo un nuevo estudio para conocer cómo están las personas en Estados Unidos y cómo han cambiado sus opiniones en los últimos años.

Necesitamos incluir su opinión para conocer lo que piensan los demás. Cuando complete la encuesta, le enviaremos $INCENTIVE dólares como agradecimiento por su tiempo.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN)

Atentamente,

Dr. Roger Tsangrage
Investigador principal
Reminder postcard 2-10 (English)

Dear {FIRSTNAME} {LASTNAME}:

We still need to hear from you!

Don't miss your chance to participate in the American National Election Studies and receive $[INCENTIVE].

We still need to hear from you!

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number (PIN).

If you have any questions please e-mail us at anes2020help@stanford.edu or call us toll-free at 1-855-597-0067.

THANK YOU!
Reminder postcard 2-10 (Bilingual)

Dear [FIRSTNAME] [LASTNAME]:

We still need to hear from you!

Don’t miss your chance to participate in the American National Election Studies and receive $[INCENTIVE].

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number [PIN].

If you have any questions please e-mail us at anes2020help@stanford.edu or call us toll-free at 1-855-597-0067.

THANK YOU!

Estimado(a) [FIRSTNAME] [LASTNAME]:

¡Todavía necesitamos sus respuestas!

No pierda su oportunidad de participar en los Estudios Nacionales de Elecciones Estadounidenses y recibir [INCENTIVE] dólares.

Por favor, tome el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN).

Si tiene alguna pregunta, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llamarnos a la línea directa y gratuita, 1-855-597-0067.

¡Muchas gracias!
Dear [FIRSTNAME] [LASTNAME]:

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans think.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, enter the ID number (PIN).

Your voice is vital so that we hear what Americans really think. That is why we will give you $[INCENTIVE] when you do the survey.

If you need any help you can reach our friendly staff at anes2020help@stanford.edu or 1-855-5197-0067.

THANK YOU!
Dear (FIRSTNAME) (LASTNAME):

You can still participate.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans think.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, enter the ID number (PIN).

Your voice is vital so that we hear what Americans really think. That is why we will give you $ (INCENTIVE) when you do the survey.

If you need any help you can reach our friendly staff at anes2020help@stanford.edu or 1-855-597-0067.

THANK YOU!

Estimado(a) (FIRSTNAME) (LASTNAME):

Todavía puedes participar.

La Universidad de Stanford y la Universidad de Michigan están realizando los Estudios Nacionales de Elecciones Estadounidenses. Necesitamos incluir tu opinión para conocer lo que piensan las personas en Estados Unidos.

Por favor, contesta la encuesta hoy. Para empezar, ingresa anotando anes.stanford.edu en la barra de direcciones de su navegador. Cuando llegue a la página, anota el número de identificación (PIN).

Tu opinión es esencial para que conozcamos lo que en realidad piensan las personas en Estados Unidos. Es por eso que le daremos (INCENTIVE) dólares cuando contestes la encuesta.

Si necesitas alguna ayuda, puedes comunicarte con nuestro amable personal en anes2020help@stanford.edu o en el 1-855-597-0067.

¡Muchas gracias!
Reminder postcard 2-12 (English)

Dear [FIRSTNAME] [LASTNAME]:

Time is Running Out!
Don't miss your chance to
- participate in the American National Election Studies
- be part of important research
- have your voice heard
- and receive $[INCENTIVE].

To start, go to anes.stanford.edu and enter the ID number (PIN)

THANK YOU!
Reminder postcard 2-12 (Bilingual)

Dear [FIRSTNAME] [LASTNAME]:

Time is Running Out!

Don’t miss your chance to:
- participate in the American National Election Studies
- be part of important research
- have your voice heard
- and receive [INCENTIVE].

To start, go to anes.stanford.edu and enter the ID number [PIN].

Thank you!

[In Spanish]

¡Se nos acaba el tiempo!

¡No pierda la oportunidad de:
- participar en los Estudios Nacionales de Elecciones Estadounidenses
- ser parte de un importante estudio
- expresar su opinión
- y recibir [INCENTIVE] dólares.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN].

¡Muchas gracias!

[In English]
Nonresponse postcard 2-15 (English)

Dear (FIRSTNAME) (LASTNAME):

We will give you $ESCALATED INCENTIVE if you take our survey online by Monday, November 2.

The University of Michigan and Stanford University are conducting a research study of what Americans think. You were scientifically selected, and we need to include your voice for the study's accuracy.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the login page, enter the ID number (PIN)

Our friendly staff are ready to help at 1-855-597-0067.

Thank you!
Dear {FIRSTNAME} {LASTNAME}:

We will give you ${ESCALATED INCENTIVE} if you take our survey online by Monday, November 2.

The University of Michigan and Stanford University are conducting a research study of what Americans think. You were scientifically selected, and we need to include your voice for the study’s accuracy.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the login page, enter the ID number (PIN).

Our friendly staff are ready to help at 1-855-597-0067.

Thank you!

Estimado(a) {FIRSTNAME} {LASTNAME}:

Le daremos ${ESCALATED INCENTIVE} dólares si contesta nuestra encuesta por Internet antes del lunes, 2 de noviembre.

La Universidad de Michigan y la Universidad de Stanford están realizando un estudio de investigación acerca de lo que piensan las personas en Estados Unidos. Usted fue seleccionado mediante un método científico y necesitamos incluir su opinión para la exactitud del estudio.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy.

Para empezar, ingrese con el anexo anes.stanford.edu en la barra de direcciones de su navegador. Cuando ingrese a la página, anote el número de identificación (PIN).

Nuestro amable personal con gusto le ayudará en el 1-855-597-0067.

¡Muchas gracias!
Dear (FIRSTNAME) (LASTNAME):

Thank you for doing the American National Election Studies interview recently. Your participation helps make the study a success. By now you should have received your thank-you check for $[INCENTIVE].

We are doing one more survey. We need you to be a part of it to find out what has changed and what is still the same about American public life. This is why we have been trying to reach you recently.

You are irreplaceable to us, so we can offer you another $[INCENTIVE] to take the survey.

To start, go to anes.stanford.edu and enter the ID [PIN]. Call 1-855-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from [HOURS].

Thank you!
Dear [FIRSTNAME] [LASTNAME]:

Thank you for doing the American National Election Studies interview recently. Your participation helps make the study a success. By now you should have received your thank-you check for $[INCENTIVE].

We are doing one more survey. We need you to be a part of it to find out what has changed and what is still the same about American public life. This is why we have been trying to reach you recently.

You are irreplaceable to us, so we can offer you another $[INCENTIVE] to take the survey.

To start, go to anes.stanford.edu and enter the ID [PIN] / cell 1-888-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from [HOURS].

Thank you!
Dear [FIRSTNAME] [LASTNAME]:

Thank you for doing the American National Election Studies interview recently. Your participation helps make the study a success.

We are doing one more survey. We need you to be a part of it to find out what has changed and what is still the same about American public life. This is why we have been trying to reach you recently.

You are irreplaceable to us, so we can offer you another $[INCENTIVE] to take the survey. The study is scheduled to end December 31.

To start, go to anes.stanford.edu and enter the ID [PIN] / go to anes.stanford.edu and enter the ID [PIN]. Our interviewers are available from [HOURS]. / call 1-855-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from [HOURS].

Thank you!
Post final postcard 42 (Bilingual)

Dear [FIRSTNAME] [LASTNAME]:

Thank you for doing the American National Election Studies interview recently. Your participation helps make the study a success.

We are doing one more survey. We need you to be a part of it to find out what has changed and what is still the same about American public life. This is why we have been trying to reach you recently.

You are irreplaceable to us, so we can offer you another $[INCENTIVE] to take the survey. The study is scheduled to end December 31.

To start, go to anes.stanford.edu and enter the ID (PIN) / go to anes.stanford.edu and enter the ID (PIN). Our interviewers are available from [HOURS)]. / call 1-866-996-1325 and give the interviewer the ID (PIN). Our interviewers are available from [HOURS])

Thank you!

Estimado(a) [FIRSTNAME] [LASTNAME]:

Gracias por contestar la entrevista de los Estudios Nacionales de Elecciones Estadounidenses recientemente. Su participación ayuda al éxito del estudio.

Estamos haciendo una encuesta más. Necesitamos que usted sea parte del estudio para averiguar qué ha cambiado y qué permanece igual en la vida pública en Estados Unidos. Es por esta razón que hemos intentando comunicarnos con usted recientemente.

Usted es inreplaceable para nosotros y por eso le podemos ofrecer otro $[INCENTIVE] por contestar la encuesta. El estudio tiene programado finalizar el 31 de diciembre.

Para comenzar, [vaya a anes.stanford.edu y entre la identificación (PIN) / vaya a anes.stanford.edu y entre la identificación (PIN)]. Nuestros entrevistadores están disponibles de [HOURS]). / llame al 1-866-996-1325 y dele al entrevistador la identificación (PIN). Nuestros entrevistadores están disponibles de [HOURS]).

¡Muchas gracias!
**Emails**

*Advance email 2-1 (English)*

SUBJECT: Welcome back to ANES (from Stanford and Univ. of Michigan)

Dear [FIRSTNAME] [LASTNAME],

Welcome back to the American National Election Studies!

In 2016 you completed [an in-person interview / an online questionnaire] for the ANES. You helped make the study a success, and we are grateful. Thousands of students at hundreds of universities are now learning about American democracy by using the study you are part of.

You have been selected for the ANES in 2020 so that we can accurately describe what all Americans think, and what has changed and what has stayed the same since 2016.

(IF FTF IN 2016: For your convenience, this year we have redesigned the study to be completed entirely on the Internet.)

In a week, on [INVITATION LETTER DATE], you will receive an e-mail with details about the new study. That e-mail will include your personal invitation to participate.

Please watch your e-mail – your invitation will arrive soon.

Sincerely,

Ted Brader  
Professor  
The University of Michigan

Shanto Iyengar  
Professor  
Stanford University
SUBJECT: Bienvenido de nuevo a ANES (de las Universidades de Stanford y Michigan)

Estimado[a] [FIRSTNAME] [LASTNAME],

¡Bienvenido nuevamente a los Estudios Nacionales de Elecciones Estadounidenses!

En el 2016 usted contestó [una entrevista en persona/un cuestionario por Internet] para ANES. Usted nos ha ayudado a que el estudio tenga éxito y le estamos muy agradecidos. Miles de estudiantes y cientos de universidades usan actualmente este estudio, del cual usted forma parte, para aprender acerca de la democracia en Estados Unidos.

Usted ha sido seleccionado para ANES en el 2020 para que podamos describir con precisión lo que piensan las personas en Estados Unidos y lo que ha cambiado y permanecido igual desde el 2016.

[IF FTF IN 2016: Para su conveniencia, este año hemos rediseñado el estudio para que se pueda contestar completamente por Internet.]

En una semana, el [INVITATION LETTER DATE], usted recibirá un correo electrónico con detalles acerca del nuevo estudio. Ese correo electrónico incluirá su invitación personal a participar.

Por favor, no se olvide de revisar su correo electrónico – su invitación llegará pronto.

Atentamente,

Ted Brader
Profesor
Universidad de Michigan

Shanto Iyengar
Profesor
Universidad de Stanford
SUBJECT: ANES interview invitation

Dear [FIRSTNAME] [LASTNAME],

Welcome back to the American National Election Studies!

I am writing to invite you to take part once again in this important study being done for Stanford University and the University of Michigan.

In 2016 you were scientifically selected to take part in the ANES to help find out what Americans think about life in the United States. By participating in 2020, you will help us discover what Americans think now and how that may have changed since 2016.

When you take the survey we will send you $40 to thank you for your time.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too.

Answers to Questions about the Study can be found below my signature. You are always welcome to e-mail us at anes2020help@stanford.edu or call toll-free 1-855-597-0067 if you have other questions.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number [PIN], or click here: [LINK]

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

Answers to Questions about the Study

Who is sponsoring the study?
SUBJECT: Invitación para la entrevista de ANES

Estimado(a) [FIRSTNAME] [LASTNAME],

¡Bienvenido nuevamente a los Estudios Nacionales de Elecciones Estadounidenses!

Le escribo para invitarlo a participar nuevamente en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan.

En el 2016 usted fue seleccionado mediante un método científico para participar en ANES y aprender lo que las personas en Estados Unidos piensan acerca de la vida en este país. Al participar en el 2020, usted nos ayudará a averiguar lo que las personas en Estados Unidos piensan ahora y cómo han cambiado sus opiniones desde el 2016.

Cuando conteste la encuesta, le enviaremos 40 dólares como agradecimiento por su tiempo.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. Las personas piensan que el estudio es interesante y fácil de hacer. Y creemos que usted también pensará lo mismo.

Las respuestas a preguntas acerca del estudio se pueden encontrar después de mi firma. Cuando desee, puede enviarnos un correo electrónico a anes2020help@stanford.edu o llamarnos a la línea directa y gratuita al 1-835-597-0067 si tiene otras preguntas.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación (PIN), o haga clic aquí: [LINK]

Muchas gracias. Agradecemos su colaboración.

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Respuestas a preguntas acerca del estudio

¿Qué extranjero este estudio?
Reminder email 2-5 (English)

SUBJECT: Reminder: please complete the ANES!

Dear [FIRSTNAME] [LASTNAME]:

I wrote to you last week to invite you to participate once more in an important research study that you are already a part of: the American National Election Studies, or ANES.

If you already completed the new survey, thank you very much! Your check for $[INCENTIVE] should arrive in a week or so.

In 2016 you completed [an online questionnaire / an in-person interview] for the ANES. Now we are doing a new study to learn how Americans are doing and how their opinions may have changed over the last few years.

We need to include your voice to hear what the country thinks. When you take the survey we will send you $[INCENTIVE] to thank you for your time.

Please take the survey today, here: [SURVEY LINK]

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Reminder email 2-5 (Spanish)

SUBJECT: Recordatorio: por favor, conteste ANES.

Estimado(a) [FIRSTNAME] [LASTNAME]:

La semana pasada le escribí para invitarlo a participar una vez más en un importante estudio de investigación del que usted ya forma parte: Los Estudios Nacionales de Elecciones Estadounidenses o ANES, por sus siglas en inglés.

Si ya ha contestado la encuesta, reciba nuestro agradecimiento. Su cheque por [INCENTIVE] dólares llegará en aproximadamente una semana.

En el 2016 usted contestó (un cuestionario por Internet / una entrevista en persona) para ANES. Ahora estamos haciendo un nuevo estudio para conocer cómo están las personas en Estados Unidos y cómo han cambiado sus opiniones en los últimos años.

Necesitamos incluir su opinión para conocer lo que piensa el país. Cuando conteste la encuesta, le enviaremos [INCENTIVE] dólares como agradecimiento por su tiempo.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy: [SURVEY LINK]

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Reminder email 2-9 (English)

SUBJECT: We're looking forward to hearing from you!

{FIRSTNAME} {LASTNAME}:

Please take the ANES survey today, and we will send you your ${INCENTIVE} thank-you. To start, click here: [LINK]

We're looking forward to hearing from you!

If you didn't see our earlier letters, we're sorry we missed you. You were scientifically selected for this research study being conducted by the University of Michigan and Stanford University. We need to include you, so we will give you ${INCENTIVE} for your time. People find the study easy and enjoyable, and we think you will too.

Thank you!

Dr. Roger Tourangeau
Senior Investigator

Reminder email 2-9 (Spanish)

SUBJECT: ¡Esperamos recibir pronto sus respuestas!

{FIRSTNAME} {LASTNAME}:

Por favor, conteste la encuesta de ANES hoy y le enviaremos sus ${INCENTIVE} dólares como agradecimiento. Para empezar, haga clic aquí: [LINK]

¡Esperamos recibir pronto sus respuestas!

Lamentamos que no haya visto nuestra correspondencia anterior. Usted fue seleccionado mediante un método científico para este estudio de investigación que realizan la Universidad de Michigan y la Universidad de Stanford. Necesitamos incluirlo, así que le daremos ${INCENTIVE} dólares por su tiempo. A las personas el estudio les parece fácil y agradable y creemos que a usted también le parecería lo mismo.

¡Muchas gracias!

Dr. Roger Tourangeau
Investigador principal
Nonresponse email 2-13 (English)

SUBJECT: ANES interview for $[ESCALATED INCENTIVE]

Dear [FIRSTNAME] [LASTNAME]:

You did an American National Election Studies interview in 2016, and we are grateful for that. Your participation now is critical for the success of this year’s study, so we will give you $[ESCALATED INCENTIVE] as a thank-you for your time.

To start, go to ANES.stanford.edu and enter the ID number [PIN]; or just click here: [SURVEY LINK]

As you may remember, the study only takes about an hour and asks about your opinions on a variety of topics related to life in the United States today. People find it interesting and I hope you will too.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

Nonresponse email 2-13 (Spanish)

SUBJECT: Entrevista para ANES por $[ESCALATED INCENTIVE] dólares

Estimado(a) [FIRSTNAME] [LASTNAME]:

En el 2016 usted contestó una entrevista para los Estudios Nacionales de Elecciones Estadounidenses y le estamos agradecidos por eso. Su participación ahora es fundamental para el éxito del estudio de este año, por lo que le daremos $[ESCALATED INCENTIVE] dólares como agradecimiento por su tiempo.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN] o simplemente haga clic aquí: [SURVEY LINK]

Como posiblemente recuerde, el estudio únicamente toma aproximadamente una hora y se hacen preguntas acerca de su opinión sobre varios temas relacionados con la vida en Estados Unidos hoy en día. A las personas les parece interesante y esperamos que a usted también.

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Subject: [FIRSTNAME] [LASTNAME], welcome to the American National Election Studies

[SCREENERCHECKFIRSTNAME] [SCREENERCHECKLASTNAME] in your household recently completed an online interview or questionnaire with the American National Election Studies.

I am writing to invite you to take part in this important study being done for Stanford University and the University of Michigan. You have been scientifically selected to be part of this special new way of finding out what Americans think about life in the United States today.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting. We think you will, too.

To thank you for your time, we will give you $([INCENTIVE]) for taking the survey. It takes about an hour.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number [PIN], or click here: [SURVEY LINK]

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Invitación email 3A-9 (Spanish)

SUBJECT: [FIRSTNAME] [LASTNAME], bienvenido[a] a los Estudios Nacionales de Elecciones Estadounidenses

[SCREENERCHECKFIRSTNAME] [SCREENERCHECKLASTNAME] en su hogar recientemente contestó una entrevista o cuestionario por Internet para los Estudios Nacionales de Elecciones Estadounidenses.

Le escribo para invitarlo a participar en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan. Mediante un método científico, se le ha seleccionado para participar en este estudio que busca entender lo que las personas piensan acerca de la vida en Estados Unidos hoy en día.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. A las personas el estudio les parece interesante. Y creemos que usted también pensará lo mismo.

Como agradecimiento por su tiempo, le daremos [[INCENTIVE] / [ESCALATEDINCENTIVE]] dólares por contestar la encuesta. Toma aproximadamente una hora.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN], o haga clic aquí: [SURVEY LINK]

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Follow-up email 3A-10 (English)

SUBJECT: {FIRSTNAME} {LASTNAME}, welcome to the American National Election Studies

{SCREENERCHECKFIRSTNAME} {SCREENERCHECKLASTNAME} in your household recently completed an online interview with the American National Election Studies.

You have been scientifically selected to be part of this special new way of finding out what Americans think about life in the United States today. {SCREENERCHECKFIRSTNAME} gave us your email address so that we could invite you to take part in this important study being done for Stanford University and the University of Michigan.

The survey takes about an hour. To thank you for your time, we will give you ${{INCENTIVE} / {ESCALATEDINCENTIVE}}.

People find the survey interesting and easy to do. We think you will too.

To start, go to anes.stanford.edu and enter the ID number {PIN}, or click here: [SURVEY LINK]

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Follow-up email 3A-10 (Spanish)

SUBJECT: [FIRSTNAME] [ Lastname ], bienvenido(a) a los Estudios Nacionales de Elecciones Estadounidenses.

[SCREENERCHECKFIRSTNAME] [SCREENERCHECKLASTNAME] en su hogar recientemente contestó una entrevista por Internet para los Estudios Nacionales de Elecciones Estadounidenses.

Mediante un método científico, se le ha seleccionado para participar en este estudio que busca entender lo que las personas piensan acerca de la vida en Estados Unidos hoy en día. [SCREENERCHECKFIRSTNAME] nos dio su correo electrónico para que pudiéramos invitarlo a participar en este importante estudio que se hace para la Universidad de Stanford y la Universidad de Michigan.

Contestar la encuesta toma aproximadamente una hora. Como agradecimiento por su tiempo, le daremos [[INCENTIVE] / [ESCALATEDINCENTIVE]] dólares.

A las personas la encuesta les parece interesante y fácil de contestar. Y creemos que usted también pensará lo mismo.

Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN], o haga clic aquí: [SURVEY LINK].

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
SUBJECT: {FIRSTNAME} {LASTNAME}, welcome to the American National Election Studies

Dear {FIRSTNAME} {LASTNAME}:

Someone in your household recently completed the first part of the American National Election Studies (ANES).

I am writing to invite you to take part in this important study being done for Stanford University and the University of Michigan. You have been scientifically selected to help us find out what Americans think about life in the United States today.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting. We think you will, too.

To thank you for your time, we will give you ${{INCENTIVE} / {{ESCALATEDINCENTIVE}} for taking the survey. It takes about an hour.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number {PIN}, or click here: {SURVEY LINK}

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Invitation email 3B-10 (Spanish)

SUBJECT: [FIRSTNAME] [LASTNAME], bienvenido(a) a los Estudios Nacionales de Elecciones Estadounidenses

Estimado(a) [FIRSTNAME] [LASTNAME]:

Recientemente alguien en su hogar contestó la primera parte de la encuesta para los Estudios Nacionales de Elecciones Estadounidenses (ANES, por sus siglas en inglés).

Le escribí para invitarlo a participar en este importante estudio que se realiza para la Universidad de Stanford y la Universidad de Michigan. Mediante un método científico, se le ha seleccionado para conocer lo que piensan las personas en Estados Unidos acerca de la vida en este país hoy en día.

Por supuesto, su participación es voluntaria y es de suma importancia para el éxito del estudio. A las personas el estudio les parece interesante. Y creemos que usted también pensará lo mismo.

Como agradecimiento por su tiempo, le daremos [INCENTIVE] dólares por contestar la encuesta. Toma aproximadamente una hora.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN], o haga clic aquí: [SURVEY LINK]

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Follow-up email 3B-11 (English)

SUBJECT: [FIRSTNAME] [LASTNAME], welcome to the American National Election Studies

Dear [FIRSTNAME] [LASTNAME]:

{SCREENERCHECKFIRSTNAME} {SCREENERCHECKLASTNAME} in your household recently completed the first part of the American National Election Studies.

You have been scientifically selected to help us find out what Americans think about life in the United States today. {SCREENERCHECKFIRSTNAME} gave us your e-mail address so that we could invite you to take part in this important study being done for Stanford University and the University of Michigan.

The study takes about an hour. To thank you for your time, we will give you $((INCENTIVE) / (ESCALATEDINCENTIVE)).

People find the study interesting and easy to do. We think you will too.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number {PIN}, or click here: {SURVEY LINK}

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
SUBJECT: {FIRSTNAME} {LASTNAME}, bienvenido(a) a los Estudios Nacionales de Elecciones Estadounidenses

Estimado(a) {FIRSTNAME} {LASTNAME}:

{SCREENERCHECKFIRSTNAME} {SCREENERCHECKLASTNAME} en su hogar recientemente contestó una entrevista por internet para los Estudios Nacionales de Elecciones Estadounidenses.

Mediante un método científico, se le ha seleccionado para conocer lo que piensan las personas en Estados Unidos acerca de la vida en este país hoy en día. {SCREENERCHECKFIRSTNAME} nos dio su correo electrónico para que pudiéramos invitarlo a participar en este importante estudio que se hace para la Universidad de Stanford y la Universidad de Michigan.

Contestar la encuesta toma aproximadamente una hora. Como agradecimiento por su tiempo, le daremos {INCENTIVE} dólares.

Las personas piensan que el estudio es interesante y fácil de hacer. Y creemos que usted también pensará lo mismo.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación {PIN}, o haga clic aquí [SURVEY LINK].

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Nonresponse email 3B-15 (English)

SUBJECT: [FIRSTNAME] [LASTNAME], please respond to the American National Election Studies

Dear [FIRSTNAME] [LASTNAME]:

I have recently tried to reach you by sending a letter and a postcard about the American National Election Studies. You probably remember the gift of $10 enclosed with the letter.

Because your participation is critical for the success of the study, we can give you $[ESCALATEDINCENTIVE] as a thank-you for your time.

We need to include you for the results of our study to be accurate. That is why we can offer you $[ESCALATEDINCENTIVE] to take the one-hour survey.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number [PIN], or click here: [SURVEY LINK]

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Nonresponse email 3B-15 (Spanish)

SUBJECT: [FIRSTNAME] [LASTNAME], esperamos su respuesta a los Estudios Nacionales de Elecciones Estadounidenses

Estimado(a) [FIRSTNAME] [LASTNAME]:

Recientemente he intentado comunicarme con usted por medio de una carta y de una tarjeta acerca de los Estudios Nacionales de Elecciones Estadounidenses. Posiblemente recuerde el regalo de 10 dólares que se le envió con la carta.

Dado que su participación es fundamental para el éxito del estudio, le podemos dar [ESCALATED INCENTIVE] dólares como agradecimiento por su tiempo.

Necesitamos incluirlo para que los resultados del estudio sean exactos. Es por eso que podemos ofrecerle [ESCALATED INCENTIVE] dólares por contestar la encuesta de una hora.

Por favor, tómese el tiempo para hacer la encuesta el día de hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN], o haga clic aquí [SURVEY LINK]

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
SUBJECT: May we interview you by phone for the American National Election Studies?

Dear [FIRSTNAME] [LASTNAME]:

The online study for the American National Election Studies has ended, but you can still participate by phone and receive $[ESCALATEDINCENTIVE] for a one-hour interview, if you call us by November 2.

One of our friendly professional interviewers will ask your opinions on a variety of topics related to life in the United States today. The interview takes about an hour.

Why are we offering $[ESCALATEDINCENTIVE] for a phone call? Because it makes our study’s results more accurate if we can include everyone we invite, to get an accurate picture of what the American people think.

Please do the interview today. To start, call [PHONE NUMBER] and give the interviewer the ID number [PIN].

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Push to phone email 3B-19 (Spanish)

SUBJECT: ¿Podemos hacerle una entrevista por teléfono para los Estudios Nacionales de Elecciones Estadounidenses?

Estimado(a) [FIRSTNAME] [LASTNAME]:

La encuesta por internet para los Estudios Nacionales de Elecciones Estadounidenses ha finalizado, pero usted todavía puede participar por teléfono y recibir [SCALEDEINCENTIVE] dólares por una entrevista de una hora, si nos llama antes del 2 de noviembre.

Uno de nuestros amables entrevistadores profesionales le preguntará su opinión acerca de varios temas relacionados con la vida en Estados Unidos hoy en día. Contestar la entrevista toma aproximadamente una hora.

¿Por qué estamos ofreciendo [SCALEDEINCENTIVE] dólares por una llamada telefónica? Porque los resultados del estudio serán más útiles si podemos incluir a todas las personas que invitamos para poder obtener una imagen precisa de lo que piensan las personas en Estados Unidos.

Por favor, haga la entrevista hoy. Para empezar, llame al [PHONE NUMBER] y dele al entrevistador el número de identificación [PIN].

Atentamente,

[Signature]

Dr. Roger Tourangeau
Investigador principal
Subject: did you have trouble with Zoom?

Dear [FIRSTNAME] [LASTNAME]:

Recently you started the online survey for the American National Election Studies, but you did not do the Zoom video interview.

If you need help with Zoom, our friendly staff can talk you through the installation or troubleshooting process. Just write to anes2020help@stanford.edu or call us at {PHONE NUMBER}. We’re here to help.

This study is designed for our specially trained interviewer to ask questions over video. It’s very important to us to interview you, so that ours study’s results can be accurate. That is why we can offer you $[{ESCALATED INCENTIVE}] for the interview, which usually takes a little over one hour.

Please do the study today. To start, go to anes.stanford.edu and enter the ID number {PIN}, or click here: {SURVEY LINK}.

Thank you.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
SUBJECT: ¿Tuvo algún problema con Zoom?

Estimado(a) [FIRSTNAME] [LASTNAME]:

Recientemente comenzó a contestar una entrevista por Internet para los Estudios Nacionales de Elecciones Estadounidenses, pero no hizo la video entrevista en Zoom.

Si necesita ayuda con Zoom, nuestro amable personal puede explicarle el proceso de instalación o solución de problemas. Simplemente escriba a anes2020help@stanford.edu o llámenos al (PHONE NUMBER). Estamos aquí para ayudarle.

Este estudio está diseñado para que nuestro entrevistador especialmente capacitado le haga las preguntas por vídeo. Es muy importante que lo entrevistemos para que los resultados de nuestro estudio sean precisos. Por ese motivo podemos ofrecerle $[ESCALATEDINCENTIVE] por la entrevista, la cual demora normalmente un poco más de una hora.

Por favor, participe hoy en el estudio. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación [PIN], o haga clic aquí: [SURVEY LINK]

Gracias.

Atentamente,

[Signature]
Dr. Roger Tourangeau
Investigador principal
SUBJECT: did you have trouble with Zoom?

Dear {FIRSTNAME} {LASTNAME}:

Recently you started the online survey for the American National Election Studies, but you did not do the Zoom video interview.

If you need help with Zoom, our friendly staff can talk you through the installation or troubleshooting process. Just write to anes2020help@stanford.edu or call us at (PHONE NUMBER). We’re here to help.

If you can’t use Zoom, you can participate without doing a video interview. The interview works best when our trained interviewer asks the questions. That is why we hope you will do the interview with video. But just in case Zoom doesn’t work for you, we have created a questionnaire you can answer on your own, without video.

Please do the study today. To start, go to anes.stanford.edu and enter the ID number {PIN}, or click here: {SURVEY LINK}.

Thank you.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
SUBJECT: ¿tuvo algún problema con Zoom?

Estimado(a) {FIRSTNAME} {LASTNAME}:

Recientemente comenzó a contestar una entrevista por Internet para los Estudios Nacionales de Elecciones Estadounidenses, pero no hizo la video entrevista en Zoom.

Si necesita ayuda con Zoom, nuestro amable personal puede explicarle el proceso de instalación o solución de problemas. Simplemente escriba a anes2020help@stanford.edu o llámenos al {PHONE NUMBER}. Estamos aquí para ayudarle.

Si no puede usar Zoom, puede participar sin hacer una video entrevista. La entrevista funciona mejor cuando nuestro entrevistador capacitado hace las preguntas. Por eso esperamos que haga la entrevista con video. Pero en caso de que Zoom no funcione para usted, hemos creado un cuestionario que puede responder por su propia cuenta, sin video.

Por favor, haga la encuesta hoy. Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación {PIN} o haga clic aquí: {SURVEY LINK}

Muchas gracias.

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Post invitation email 34 (English)

Subject: American National Election Studies

Dear [FIRSTNAME] [LASTNAME],

Thank you again for completing an interview (online / on the telephone) with the American National Election Studies. I’m writing to invite you to be interviewed one more time.

Because your participation is so important for our study, we can offer you another §[(INCENTIVE) to take the survey. Since you did a survey once before, you are irreplaceable. Please take the survey today.

To start, [click here (SURVEY LINK), or go to anes.stanford.edu and enter the ID [PIN] / go to anes.stanford.edu and enter the ID [PIN]. Our interviewers are available from (HOURS), / call 1-855-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from (HOURS).]

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

Post invitation email 34 (Spanish)

Subject: Estudios Nacionales de Elecciones Estadounidenses

Estimado(a) [FIRSTNAME] [LASTNAME],

Gracias nuevamente por contestar la entrevista (por Internet / por teléfono) para los Estudios Nacionales de Elecciones Estadounidenses. Le escribo para invitarlo una vez más a participar en una entrevista.

Debido a que su participación es muy importante para nuestro estudio, podemos ofrecerle otros [(INCENTIVE) dólares por tomar la encuesta. Ya que usted contestó una encuesta una vez antes, es imposible reemplazarlo. Por favor, conteste la encuesta hoy.

Para comenzar, [haga clic aquí (SURVEY LINK), o vaya a anes.stanford.edu y anote la identificación [PIN] / llame al 1-855-996-1325 y déle al entrevistador la identificación [PIN]. Nuestros entrevistadores están disponibles de (10:00 de la mañana a 10:00 de la noche, de lunes a viernes, de 10:00 de la mañana a 6:00 de la tarde, los sábados, y de 2:00 de la tarde a 9:00 de la noche, los domingos).]

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Subject: Reminder: ANES still needs you

Dear {FIRSTNAME} {LASTNAME},

Recently you completed the American National Election Studies interview. Thank you again for doing the survey. By now you should have received your thank-you check for $[INCENTIVE].

I'm writing to invite you to participate one more time.

In order for our study to accurately describe what all Americans think and what has changed and what has stayed the same since we interviewed you last time, we need to include you.

Because your participation is so important for our study, we can offer you another $[INCENTIVE] to take the survey. Since you did a survey once before, you are irreplaceable. Please take the survey today.

To start, [click here (SURVEY LINK)], or go to anes.stanford.edu and enter the ID {PIN} / go to anes.stanford.edu and enter the ID {PIN}. Our interviewers are available from [HOURS]. / call 1 855-996-1325 and give the interviewer the ID {PIN}. Our interviewers are available from [HOURS].

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Subject: Recordatorio: ANES todavía lo necesita

Estimado(a) [FIRSTNAME] [LASTNAME],


Le escribo para invitarlo una vez más a participar.

Para que nuestro estudio describa verazmente lo que todas las personas en Estados Unidos piensan, y lo que ha cambiado y ha permanecido igual desde la última vez que lo entrevistamos, necesitamos incluirlo a usted.

Debido a que su participación es muy importante para nuestro estudio, podemos ofrecerle otros [INCENTIVE] dólares por tomar la encuesta. Ya que usted contestó una encuesta una vez antes, es imposible reemplazarlo. Por favor, conteste la encuesta hoy.

Para comenzar, [haga clic aquí (SURVEY LINK), o vaya a anes.stanford.edu y anote la identificación {PIN}] / llame al 1-855-996-1325 y dele al entrevistador la identificación {PIN}. Nuestros entrevistadores están disponibles de {10:00 de la mañana a 10:00 de la noche, de lunes a viernes, de 10:00 de la mañana a 6:00 de la tarde, los sábados, y de 2:00 de la tarde a 9:00 de la noche, los domingos}.

Atentamente,

Dr. Roger Tourangeau
Investigador principal
Subject: Reminder: the ANES is ending soon

Dear [FIRSTNAME] [LASTNAME],

Recently we sent you emails and letters delivered by FedEx and the U.S. mail to invite you to be interviewed for the American National Election Studies, conducted by Stanford University and the University of Michigan.

You are irreplaceable to the American National Election Studies because of the interview you completed with us in [PRE COMPLETION MONTH]. This is why we would like to offer you a $[INCENTIVE] payment for your time if you complete an interview by [END DATE]. However, we cannot offer that payment after our study ends on that date.

In order for our study to accurately describe what all Americans think, we need to include you. We cannot interview someone else to replace you.

This is the last invitation we will send. Please take the survey today.

To start, [click here [SURVEY LINK], or go to anes.stanford.edu and enter the ID [PIN] / go to anes.stanford.edu and enter the ID [PIN]. Our interviewers are available from [HOURS]. / call 1-855-996-1325 and give the interviewer the ID [PIN]. Our interviewers are available from [HOURS].]

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
Subject: Recordatorio: ANES todavía lo necesita

Estimado(a) [FIRSTNAME] [LASTNAME],

Recientemente usted contestó la entrevista de los Estudios Nacionales de Elecciones Estadounidenses. Nuevamente gracias por haber contestado la entrevista. Usted debe haber recibido ya su cheque de agradecimiento por (INCENTIVE) dólares.

Le escribo para invitarlo una vez más a participar.

Para que nuestro estudio describa verazmente lo que todas las personas en Estados Unidos piensan, y lo que ha cambiado y ha permanecido igual desde la última vez que lo entrevistamos, necesitamos incluirlo a usted.

Debido a que su participación es muy importante para nuestro estudio, podemos ofrecerle otros (INCENTIVE) dólares por tomar la encuesta. Ya que usted contestó una encuesta una vez antes, es imposible reemplazarlo. Por favor, conteste la encuesta hoy.

Para comenzar, haga clic aquí [SURVEY LINK], o vaya a anes.stanford.edu y anote la identificación [PIN] / llame al 1-855-995-1325 y déle al entrevistador la identificación [PIN]. Nuestros entrevistadores están disponibles de 10:00 de la mañana a 10:00 de la noche, de lunes a viernes, de 10:00 de la mañana a 6:00 de la tarde, los sábados, y de 2:00 de la tarde a 9:00 de la noche, los domingos.

Atentamente,

[Signature]

Dr. Roger Tourangelsau
Investigador principal
GSS Letters

Mailings for the GSS sample (sample group 1) are shown in the remainder of this appendix. Image scaling has resulted in some images appearing pixelated in this archive, but original letters did not have this pixelated appearance.

INVITATION LETTER
Mail on: 11/6/2020 and 11/9/2020
All respondents without email address or bounced invite email

#10 Windowed Envelope
<ADDRESS NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY>, <STATE> <ZIPCODE>

[Cover_letter_Date]

Dear [FIRST NAME] [LAST NAME],

Welcome to the American National Election Studies!

We are writing to invite you to take part in this important study being done for Stanford University and the University of Michigan, in collaboration with the General Social Survey (GSS) and Westat.

We are inviting you because you participated in the GSS. By including you now, we can learn about changes in what Americans think about life in the United States.

To thank you for participating this time, we will give you $30. We are enclosing $5 in cash with this letter, and when you take the survey we will send another $25. The $5 is yours to keep, with our thanks for reading this letter.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too.

Answers to Questions about the Study can be found on the back of this letter. You are always welcome to email us at anes2020help@stanford.edu or call toll-free at 1-855-597-0067 if you have other questions.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number [PIN].

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

Dr. René Bautista
Director
General Social Survey
Dear [FIRST NAME] [LAST NAME],

Welcome to the American National Election Studies!

We are writing to invite you to take part in this important study being done for Stanford University and the University of Michigan, in collaboration with the General Social Survey (GSS) and Westat.

We are inviting you because you participated in the GSS. By including you now, we can learn about changes in what Americans think about life in the United States.

To thank you for participating this time, we will give you $30. We are enclosing $5 in cash with this letter, and when you take the survey we will send another $25. The $5 is yours to keep, with our thanks for reading this letter.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too.

Answers to Questions about the Study can be found on the back of this letter. You are always welcome to email us at anes2020help@stanford.edu or call toll-free at 1-855-597-0067 if you have other questions.

Please take the survey today. To start, go to anes.stanford.edu and enter the ID number [PIN].

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

Dr. René Bautista
Director
General Social Survey

Answers to Questions about the American National Election Studies

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation (NSF). We are not affiliated with any political or media group.

Why did I get invited? Why are you asking me to do this?
You are invited to participate in this unique research because of your past participation in the General Social Survey (GSS). That makes you unique; we cannot replace you with anyone else.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The American National Election Studies (ANES) is academic research funded by the NSF. The purpose of this study is to find out how Americans like you really think and feel about topics like politics, health, work, school, retirement, and other subjects. By taking part, you help provide an accurate picture of what Americans think.

What if I don’t have a computer or internet access at home?
If you don’t have internet access at home on a computer, tablet, or smartphone, you can use a computer with an internet connection anywhere else to take the survey. Most public libraries will provide free internet access. Call us toll-free at 1-855-597-0067, and we’ll help guide you.

How long will this take?
The survey will take about an hour to complete. You can answer the questions whenever and wherever it’s convenient for you.

How will this research be used?
Researchers from Stanford University, the University of Michigan, and others will publish the study results online and in professional journals, books, and possibly magazines. The results are used in college classes and by policymakers. Your participation is essential to make sure your voice and opinions are included.

Is the information confidential?
Yes. It is very important to us to protect your privacy. All information that you or anyone in your household provides will be kept in strict confidence. The GSS researchers will not be sharing your personal information with the ANES researchers, unless you call the ANES team for help and voluntarily share the information. You or your household will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know that your household participated.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting the ANES on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com.

What do I do next?
To take the survey, go to anes.stanford.edu, type the ID number shown in your invitation letter, and then answer questions on a variety of topics. You can skip any question you don’t want to answer. The survey usually takes around an hour. We’ll send you $25 as a thank you.
EMAIL INVITATION
Emailed on: 11/6/2020
All respondents with email address
Subject: GSS Participant: ANES interview invitation

Dear Mark Watts,

Welcome to the American National Election Studies!

We are writing to invite you to take part in an important study being done for Stanford University and the University of Michigan, in collaboration with the General Social Survey (GSS) and Westat.

We are inviting you because you participated in the GSS. By including you now, we can learn about changes in what Americans think about life in the United States.

When you take the survey online we will send you $25 as a thank you for your time.

Your participation is voluntary, of course, and is critical for the success of the study. People find the study interesting and easy to do. We think you will, too.

Answers to Questions about the Study can be found below our signatures. You are always welcome to email us at anes2020help@stanford.edu or call toll-free at 1-855-567-0067 if you have other questions.

Please take the survey today. To start, please click on the link below.

START SURVEY

Alternatively, go to anes.stanford.edu and enter the ID number X0000000X02.

Thank you very much. We appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey

Answers to Questions about the American National Election Studies

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

Why did I get invited? Why are you asking me to do this?
You are invited to participate in this unique research because of your past participation in the General Social Survey (GSS). That makes you unique; we cannot replace you with anyone else.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The American National Election Studies (ANES) is academic research funded by the NSF. The purpose of this study is to find out how Americans like you really think and feel about topics like politics, health, work, school, retirement, and other subjects. By taking part, you help provide an accurate picture of what Americans think.
What if I don’t have a computer or internet access at home?
If you don’t have internet access at home on a computer, tablet, or smartphone, you can use a computer with an internet connection anywhere else to take the survey. Most public libraries will provide free internet access. Call us toll-free at 1-855-597-0097 and we’ll help you.

How long will this take?
The survey will take about an hour to complete. You can answer the questions whenever and wherever it’s convenient for you.

How will this research be used?
Researchers from Stanford University, the University of Michigan, and others will publish the study results online and in professional journals, books, and possibly magazines. The results are used in college classes and by policy makers. Your participation is essential to make sure your voice is included.

Is the information confidential?
Yes. It is very important to us to protect your privacy. All information that you or anyone in your household provides will be kept in strict confidence. The OSS researchers will not be sharing your personal information with the ANES researchers, unless you call the ANES team for help and voluntarily share the information. You or your household will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know that your household participated.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting the ANES on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting the ANES on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com.

What do I do next?
To take the survey, go to anes.stanford.edu and type the ID number XXXXXXX02. Then answer questions on a variety of topics. You can skip any question you don’t want to answer. The survey usually takes around an hour. We’ll send you $25 as a thank-you.
Dear Mark Watts,

You recently completed the General Social Survey. Now we are continuing the study to learn how Americans are doing and how their opinions may have changed in recent weeks. The next part of the study is called the American National Election Studies.

Last week we wrote to invite you to participate in this important research study.

We need to include your voice to hear what the country thinks. When you take the survey we will send you $25 to thank you for your time. Please take the survey today, by clicking on the link below.

Please take the survey today. To start, please click on the link below.

START SURVEY

Alternatively, go to anes.stanford.edu and enter the ID number XXXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey
POSTCARD REMINDER 1
Mailed on: 11/20/2020
All non-respondents

Folded 6 x 9 Postcard: Front & Back: Version 1: With Household Image

A special follow-up to the General Social Survey especially for you
A special follow-up to the General Social Survey especially for you
We’re looking forward to hearing from you again!

Hello [Firstname],

We recently sent you a letter about the American National Election Studies, an important study to find out what Americans think about life in the United States today.

If you already completed the survey, thank you very much! Your check for $25 should arrive in a week or so. If you haven’t done the survey yet, we hope that now is a good time.

To start, go to anes.stanford.edu and enter the ID number [PIN].

If you didn’t see our letter, we’re sorry we missed you. You have been scientifically selected for this important research study. We want to include you, and we will pay you $25 for your time. It takes about an hour. You can learn more about the study on our websites. People find the study easy and enjoyable, and we think you will too.

Thank you!

Sincerely,

Dr. Roger Tourangeau  
Senior Investigator  
American National Election Studies

Dr. René Bautista  
Director  
General Social Survey

Answers to Questions about the American National Election Studies

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation, in collaboration with the General Social Survey (GSS) and Westat. We are not affiliated with any political or media group.

Why did I get invited? Why are you asking me to do this?
You are invited because of your past participation in the GSS. That makes you unique; we cannot replace you with anyone else.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of this study is to find out how Americans like you really think and feel about topics like politics, health, work, school, retirement, and other subjects. By taking part, you help provide an accurate picture of what Americans think.

How will this research be used?
Researchers from Stanford University, the University of Michigan, and others will publish the study results online and in professional journals, books, and possibly magazines. The results are used in college classes and by policy makers. Your participation is essential to make sure your voice is included.

Is the information confidential?
Yes. It is very important to us to protect your privacy. All information that you or anyone in your household provides will be kept in strict confidence. The GSS researchers will not be sharing your personal information with the American National Election Studies (ANES) researchers, unless you call the ANES team for help and voluntarily share the information. You or your household will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know that your household participated.
EMAIL REMINDER 2
Emailed on: 11/23/2020 and 11/30/2020
All non-respondents with email address
Subject: General Social Survey / American National Election Studies

Dear Mark Watts,

You have been scientifically selected to be part of an important research study called the American National Election Studies, or ANES. The ANES is a special way of finding out what Americans think about life in the United States today. We have sent you an invitation postcard and several emails because your participation in the study is important.

Participating in the ANES is easy. If you click the link below, you can complete the questionnaire in about an hour. Because your participation is important to us, we will send you $25 as a thank-you for your time.

To start, click below:

START SURVEY

Alternatively, go to anes.stanford.edu and enter the ID number XXXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey
POSTCARD REMINDER 2
Mailed on: 11/20/2020
All non-respondents

Folded 4.5 x 6 Postcard: Front & Back

$25!
time to get
There is still

[Image of a postcard with a reminder to respond to the ANES 2020 Time Series Study]
You can still participate!

Stanford University and the University of Michigan are conducting the American National Election Studies (ANES) follow-up to the General Social Survey (GSS). We need to include your voice to hear what Americans think. And we will give you $25 when you take the survey.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, click Start Survey and then enter the ID number [PIN].

If you need any help you can reach our friendly staff at 855-597-0067.

Thank you!

Dr. Roger Tourangeau
Senior Investigator
ANES

Dr. René Bautista
Director
GSS
You can still participate!

Stanford University and the University of Michigan are conducting the American National Election Studies (ANES) follow-up to the General Social Survey (GSS). We need to include your voice to hear what Americans think. And we will give you $25 when you take the survey.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, click Start Survey and then enter the ID number [PIN].

If you need any help you can reach our friendly staff at 855-597-0067.

Thank you!

Dr. Roger Tourangeau
Senior Investigator
ANES

Dr. René Bautista
Director
GSS

EMAIL REMINDER 3
Emailed on: 12/10/2020
All non-respondents with email address

Version 1: Break offs
Subject: Finish ANES survey today and get double the reward

Dear Mark Watts,

Recently you started but did not finish the online survey for the American National Election Studies.

We still need your opinions. Because your participation is critical for the success of the study, we are giving you $50 as a thank-you for your time, but only if you finish your survey before the study ends.

Don’t lose out on your $50.

Each question is voluntary, so if there is a question you do not want to answer, you can skip it.

Please finish your survey today. Thank you for starting it.

To finish your survey — and not miss your $50 — go to anes.stanford.edu and enter the ID number XXXXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey

The General Social Survey
GSS ✔ ANES
American National Election Studies
Stanford University
General Social Survey
Westat
Version 2: Never started
Subject: Complete ANES survey today and get double the reward

Dear Mark Watts,

We have recently tried to reach you by sending you emails and reminder postcards about the American National Election Studies.

We’re writing to you once again to ask for your help. \textit{We have doubled your reward to $50!} You participated in the General Social Survey interview earlier this year, so no one else can replace you. Your participation is critical for the success of the study.

We would like to ask you about your opinions on a variety of topics related to life in the United States today. The survey ends soon, so we are running out of time to reach you.

To start – and not miss your $50 – go to \url{anes.stanford.edu} and enter the ID number XXXXXXX2.

Sincerely,

\begin{center}
Dr. Roger Tourangeau  
Senior Investigator  
American National Election Studies
\end{center}

\begin{center}
René Bautista  
Director  
General Social Survey
\end{center}

\textit{Continued on next page}
Answers to Questions about the American National Election Studies

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

Why did I get invited? Why are you asking me to do this?
You are invited to participate in this unique research because of your past participation in the General Social Survey (GSS). That makes you unique, we cannot replace you with anyone else.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The American National Election Studies (ANES) is academic research funded by the NSF. The purpose of this study is to find out how Americans like you really think and feel about topics like politics, health, work, school, retirement, and other subjects. By taking part, you help provide an accurate picture of what Americans think.

What if I don’t have a computer or Internet access at home?
If you don’t have Internet access at home on a computer, tablet, or smartphone, you can use a computer with an Internet connection anywhere else to take the survey. Most public libraries will provide free Internet access. Call us toll-free at 1-855-597-0067 and we’ll help you.

How long will this take?
The survey will take about an hour to complete. You can answer the questions whenever and wherever it’s convenient for you.

How will this research be used?
Researchers from Stanford University, the University of Michigan, and others will publish the study results online and in professional journals, books, and possibly magazines. The results are used in college classes and by policy makers. Your participation is essential to make sure your voice is included.

Is the information confidential?
Yes. It is very important to us to protect your privacy. All information that you or anyone in your household provides will be kept in strict confidence. The GSS researchers will not be sharing your personal information with the ANES researchers, unless you call the ANES team for help and voluntarily share the information. Your or your household will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know that your household participated.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting the ANES on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com

What do I do next?
To take the survey, go to anes.stanford.edu and type the ID number XXXXXXX02. Then answer questions on a variety of topics. You can skip any question you don’t want to answer. The survey usually takes around an hour. We’ll send you $50 as a thank-you.
FEDEX REMINDER
Mailed on: 12/16/2020
All non-respondents

8.5 x 11 Cover Letter: Version 1: English cases haven’t started with email address
December 16, 2020

Dear [FIRSTNAME] [LASTNAME],

We have recently tried to reach you by sending you an invitation letter and reminder postcards about the American National Election Studies. You probably remember the gift of $5 enclosed with our invitation letter in November.

We’re writing to you one more time to ask for your help.

We would like to ask you about your opinions on a variety of topics related to life in the United States today. The survey ends soon, so we are running out of time to reach you.

You participated in the General Social Survey interview earlier this year, so no one else can replace you. Your participation is critical for the success of the study, so we will give you another $50 as a thank-you for your time.

To start, go to anes.stanford.edu and enter the ID number [PIN].

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

Dr. René Bautista
Director
General Social Survey

Stanford University
Michigan
Westat
Dear [FIRSTNAME] [LASTNAME],

You recently started but did not finish the online survey for the American National Election Studies. We still need your opinions. Because your participation is critical for the success of the study, we can give you $50 as a thank-you for your time, but only if you finish your survey by December 31, 2020.

Don't lose out on your $50.

Each question is voluntary, so if there is a question you do not want to answer, you can skip it.

Please finish your survey today. Thank you for starting it.

To finish your survey – and not miss your $50 – go to anes.stanford.edu and enter the ID number [PIN].

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

Dr. René Bautista
Director
General Social Survey
December 16, 2020

Dear [FIRSTNAME] [LASTNAME],

We have recently tried to reach you by sending you mailings and/or emails about the American National Election Studies.

We’re writing to you one more time to ask for your help.

We would like to ask you about your opinions on a variety of topics related to life in the United States today. The survey ends soon, so we are running out of time to reach you.

You participated in the General Social Survey interview earlier this year, so no one else can replace you. Your participation is critical for the success of the study, so we will give you another $50 as a thank-you for your time.

To start, go to anes.stanford.edu and enter the ID number [PIN].

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

Dr. René Bautista
Director
General Social Survey

Hablamos Español. Una nueva encuesta sobre los Estudios Electorales Nacionales de los Estados Unidos. Para participar, vaya a anes.stanford.edu e ingrese su número de identificación [PIN]. Reciba $50 como agradecimiento por completar la encuesta.
POSTCARD REMINDER 3
Mailed on: 12/23/2020
All non-respondents

Folded 6 x 9 postcard: Front and back
Get your $50 reward.

You can still participate, but our study is ending soon.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans think.

We will give you $50 if you take the survey by Thursday, December 27th.

Please take the survey today. To start, go online by typing anes.stanford.edu in the address bar of your web browser. When you reach the page, click Start Survey and answer the ID [PIN].

If you need any help you can reach our friendly staff at 888-997-0667.

Thank you!

Sincerely,

Dr. Roger Sellan
Senior Investigator
American National Election Studies

Dr. Rand Sebastian
Director
General Social Survey

Answers to Questions about the American National Election Studies

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation, in collaboration with the General Social Survey (GSS) and Westat. We are not affiliated with any political or media group.

Why did I get invited? Why are you asking me to do this?
You are invited because of your past participation in the GSS. That makes you unique, we cannot replace you with anyone else.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of this study is to find out how Americans like you really think and feel about topics like politics, health, work, school, retirement, and other subjects. By taking part, you help provide an accurate picture of what Americans think.

How will this research be used?
Researchers from Stanford University, the University of Michigan, and others will publish the study results online and in professional journals, books, and possibly magazines. The results are used in college classes and by policy makers. Your participation is essential to make sure your voice is included.

Is the information confidential?
Yes, it is very important to us to protect your privacy. All information that you or anyone in your household provides will be kept in strict confidence. The GSS researchers will not be sharing your personal information with the American National Election Studies (ANES) researchers, unless you call the ANES team for help and voluntarily share the information. You or your household will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know that your household participated.
Dear Mark Watts,

You can still participate, but our study ends tomorrow on Thursday, December 31.

We will give you $50 if you take the survey today.

Stanford University and the University of Michigan are conducting the American National Election Studies. We need to include your voice to hear what Americans thinks.

Please take the survey today. To start, click below.

START SURVEY

Alternatively, go to anes.stanford.edu and enter the ID number XXXXXXX02.

Sincerely,

Dr. Roger Tourangeau  
Senior Investigator  
American National Election Studies

René Bautista  
Director  
General Social Survey
APPENDIX D: LETTER ENCLOSURES

This appendix presents instructions for logging into the survey, enclosed in some letters, and the FAQs included on the back of the following letters.

Invitation letter 2-4 to reinterview sample person,
Invitation letter 3-2 to fresh sample household,
Invitation letter 3A-8/3B-12 to new sampled person, and
Push to phone letters 3B-8/3B-18.
Instructions for Logging into the Survey

1) Type anes.stanford.edu in your web browser. Different people use different browsers and devices, so below are examples of what it may look like on your screen.

*Web browser on a PC (desktop or laptop computer):*

*Web browser on mobile device:*

*Web browser on iPhone:*

If you are on a PC, be sure to type in the address bar, not the search bar.
2) Click on the **Start Survey** button.

3) Enter your PIN as indicated in your letter and click the **Log in** button.

Still having problems with the login process?

Email us at anes2020help@stanford.edu and we will send you a link.

Call us at 1-855-597-0067.
Answers to Questions about the Study – Invitation Letter 2-4

Who is sponsoring the study?
The study is being done for Stanford University and the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

Why are you asking me to do this? Why did you send $10 in the mail?
The cash is a very cost-effective way to help make sure people read our letters, know we are serious, and take the survey. We are asking you to participate now to find out what has or has not changed about your life recently. In 2016 you were scientifically selected as part of a major effort to learn more about what Americans think and feel. You completed the 2016 ANES interview and became part of a research study that can track changes over time. That makes you unique; we cannot replace you with anyone else.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of the study is academic research funded by the National Science Foundation. The only way to know how people really feel about American life today is to hear from people in their own words. This study is a special new way to find out how Americans really think and feel about topics like politics, health, work, school, retirement, and other subjects. By taking part, you help provide an accurate picture of what Americans think.

What if I don’t have a computer or Internet access at home?
If you don’t have Internet access at home on a computer, tablet, or smartphone, you can use a computer with an Internet connection anywhere else to take the survey. Most public libraries will provide free Internet access. Call us at 1-855-597-0067 and we’ll help you.

How long will this take?
The survey should take around an hour. You can answer the questions whenever and wherever it’s convenient for you.

How will this research be used?
Researchers from Stanford University, the University of Michigan, and others will publish the study results online and in professional journals, books, and possibly magazines. The results are used in college classes and by policy makers. Your participation is essential to make sure your voice is included.

Is the information confidential?
Yes. It is very important to us to protect your privacy. The American National Election Studies have interviewed more than 50,000 people over the last 65 years and have never revealed anyone’s personal information. All information that you or anyone in your household provides will be kept in strict confidence. You or your household will never be identified in any analysis, reports, or publications based on your responses, and no one outside of a small number of researchers working on the study will ever be able to know your household participated.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting this study on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com

What do I do next?
To take the survey, go to the website shown in your invitation letter, type the ID number shown there, and then answer questions on a variety of topics. You can skip any question you don’t want to answer. The survey usually takes around an hour. We’ll send you $40 as a thank-you.
Answers to Questions about the Study – Invitation Letter 3-2

What are the American National Election Studies?
For over 70 years the American National Election Studies have been asking people about their opinions on many aspects of their lives and the people around them, especially about presidential elections. Every textbook on American government uses information from this study, as have thousands of researchers and teachers around the world.

Who is sponsoring the study?
The study is being done for Stanford University in collaboration with the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

Why are you asking me to do this? Why did you send me $10 in the mail?
The cash is a very cost-effective way to help make sure that people read our letters, know we are serious, and take the survey. Your address was scientifically selected from among all the addresses in the country that receive mail.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of the study is academic research funded by the National Science Foundation. The only way to know how people really feel about American life today is to hear from people in their own words. This study is part of a long-running effort to learn what Americans think and feel about their society, politics, and many of the issues facing the country. By taking part, you help provide an accurate picture of what Americans think.

What if I don’t have a computer or Internet access at home?
If you don’t have Internet access at home on a computer, tablet, or smartphone, you can use a computer with an Internet connection anywhere else to take the survey. Most public libraries will provide free Internet access. Call us at 1-855-597-0067 and we'll help you.

How long will this take?
It takes about 5 minutes to answer a few questions about your household to make sure you or someone there is eligible for the study. Then the survey should take around an hour. You can answer the questions whenever and wherever it’s convenient for you.

Is the information confidential?
Yes. It is very important to us to protect your privacy. We have interviewed more than 50,000 people over the last 70 years and have never revealed anyone’s personal information. Your answers will be combined with answers from other people to make group statistics. When we release the results of the study nothing will be included that would identify you as a participant. No one outside of a small number of researchers working on the study will ever be able to know your household participated. You can skip any question you choose not to answer.

How will this research be used?
We combine your answers with those from other households and then we add up the results to get a picture of the whole country. We will publish these results on our website. Researchers and journalists from across the country will use the results to write articles and books. Teachers and students in high school and college will use the results in classes, and policy makers will see what Americans think. Your participation is essential to make sure your voice is included.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting this study on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com

What do I do next?
To take the survey, go to the website shown in your invitation letter, type the ID number shown there, and then answer questions on a variety of topics. The survey usually takes around an hour. We’ll send you $40 as a thank-you.
Answers to Questions about the Study – Invitation Letter 3A8/3B-12

What are the American National Election Studies?
For over 70 years the American National Election Studies have been asking people about their opinions on many aspects of their lives and the people around them, especially about presidential elections. Every textbook on American government uses information from this study, as have thousands of researchers and teachers around the world.

Who is sponsoring the study?
The study is being done for Stanford University in collaboration with the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

Why are you asking me to do this? Why did you send me $10 in the mail?
The cash is a very cost-effective way to help make sure that people read our letters, know we are serious, and take the survey. Your address was scientifically selected from among all the addresses in the country that receive mail.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of the study is academic research funded by the National Science Foundation. The only way to know how people really feel about American life today is to hear from people in their own words. This study is part of a long-running effort to learn what Americans think and feel about their society, politics, and many of the issues facing the country. By taking part, you help provide an accurate picture of what Americans think.

What if I don’t have a computer or Internet access at home?
If you don’t have Internet access at home on a computer, tablet, or smartphone, you can use a computer with an Internet connection anywhere else to take the survey. Most public libraries will provide free Internet access. Call us at 1-855-597-0067 and we’ll help you.

How long will this take?
It takes about 5 minutes to answer a few questions about your household to make sure you or someone there is eligible for the study. Then the survey should take around an hour. You can answer the questions whenever and wherever it’s convenient for you.

Is the information confidential?
Yes. It is very important to us to protect your privacy. We have interviewed more than 50,000 people over the last 70 years and have never revealed anyone’s personal information. Your answers will be combined with answers from other people to make group statistics. When we release the results of the study nothing will be included that would identify you as a participant. No one outside of a small number of researchers working on the study will ever be able to know your household participated. You can skip any question you choose not to answer.

How will this research be used?
We combine your answers with those from other households and then we add up the results to get a picture of the whole country. We will publish these results on our website. Researchers and journalists from across the country will use the results to write articles and books. Teachers and students in high school and college will use the results in classes, and policy makers will see what Americans think. Your participation is essential to make sure your voice is included.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting this study on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com

What do I do next?
To take the survey, go to the website shown in your invitation letter, type the ID number shown there, and then answer questions on a variety of topics. The survey usually takes around an hour. We’ll send you $\{\text{INCENTIVE}\}$ as a thank-you.
What are the American National Election Studies?
For over 70 years the American National Election Studies have been asking people about their opinions on many aspects of their lives and the people around them, especially about presidential elections. Every textbook on American government uses information from this study, as have thousands of researchers and teachers around the world.

Who is sponsoring the study?
The study is being done for Stanford University in collaboration with the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group.

What is the purpose of the study? Are you selling anything?
We are not selling anything. The purpose of the study is academic research funded by the National Science Foundation. The only way to know how people really feel about American life today is to hear from people in their own words. This study is part of a long-running effort to learn what Americans think and feel about their society, politics, and many of the issues facing the country. By taking part, you help provide an accurate picture of what Americans think.

How long will this take?
It takes about 5 minutes to answer a few questions about your household to make sure you or someone there is eligible for the study. Then the interview should take about 90 minutes. You can answer the questions whenever and wherever it’s convenient for you.

Is the information confidential?
Yes. It is very important to us to protect your privacy. We have interviewed more than 50,000 people over the last 70 years and have never revealed anyone’s personal information. Your answers will be combined with answers from other people to make group statistics. When we release the results of the study nothing will be included that would identify you as a participant. No one outside of a small number of researchers working on the study will ever be able to know your household participated. You can skip any question you choose not to answer.

How will this research be used?
We combine your answers with those from other households and then we add up the results to get a picture of the whole country. We will publish these results on our website. Researchers and journalists from across the country will use the results to write articles and books. Teachers and students in high school and college will use the results in classes, and policy makers will see what Americans think. Your participation is essential to make sure your voice is included.

What is Westat?
Westat is a nationally known survey research firm based in Rockville, Maryland, that has completed hundreds of important research studies. Westat was carefully selected and is conducting this study on behalf of Stanford University and the University of Michigan. Visit their website to learn more: www.westat.com

What do I do next?
To take the survey, call us at 855-996-1325. We are available seven days a week, days and evenings. The interview usually takes about 90 minutes.
APPENDIX E: OUTBOUND TELEPHONE INTERVIEWING PROTOCOL

Who:

- Reinterview respondents from 2016. They are familiar with ANES.
- Five (sometimes overlapping) population groups are underrepresented by 25% or more in our sample so far. Our objective is to boost response in these groups:
  1. Age 18-29
  2. High school credential or less
  3. Black
  4. Hispanic
  5. Non-voters

Mailing and Incentive:

- Post card indicating increased $200 incentive.
- Mailed Thursday, 10/22.

Outbound Telephone Attempts:

- Call up to three phone numbers we have for R – on sample file of assigned cases.
- Dates for calls: 10/22 through 11/2.
- Leave v/m messages.
- Conduct interview on spot or make appointment for later date.
- Use Westat iPhone. Give your iPhone number for return calls.

Call Instructions and Scripts:

- Call each number once.
- Leave voice mail message if no answer. Use the following script:
  MESSAGE/VOICEMAIL: I’m calling for [R NAME] about the American National Election Studies. We would like to give you $200 to participate. Please call us at [PHONE NUMBER]. Thank you.
- If answered use following scripts:
  Hello, this is [IWR NAME] calling for [R NAME].
  IF ASKED WHAT THE CALL IS REGARDING: I’m calling about a research study called the American National Election Studies. IF NECESSARY: I’m calling on behalf of Stanford University and the University of Michigan.
  WHEN R IS ON THE LINE: I’m calling on behalf of Stanford University and the University of Michigan about the American National Election Studies. We would like to give you $200 to participate in this research study by completing a telephone interview. It takes about 90 minutes. Can we get started now?
FREQUENTLY ASKED QUESTIONS:

- **WHAT IS THIS ABOUT?** This is an academic research study. It is being conducted by Stanford University and the University of Michigan. It will discover what the American people think and feel about their society, politics, and many of the issues facing the country. By taking part, you help provide an accurate picture of what Americans think.

- **WHY DID YOU ASK ME TO DO THIS?** You did an interview with the American National Election Studies in 2016. That makes you irreplaceable to us. Researchers can learn what has and has not changed about Americans in the last few years by interviewing you again now.

- **WHY WOULD YOU GIVE $200?** It is very important to us to include you in the study because we interviewed you in 2016. By interviewing you again now, researchers can learn what has and has not changed about Americans in the last few years. We have been trying to reach you for weeks and the study is about to end, so we hope that $200 makes it worth your time to participate.

- **CAN I DO THIS ONLINE?** Yes, if you prefer to answer questions on your own online, you can do that. Go to A-N-E-S dot S-T-A-N-F-O-R-D dot E-D-U (anes.stanford.edu), click Start Survey, end then type your personal ID number that was mailed to you. If you don’t have it, I can get your ID number for you now so you can write it down.
APPENDIX F: AD HOC LETTERS

Missing name letter

To the family living at
«ADDR1» «ADDR2»
«CITY», «ST» «ZIP»

To the family living at «ADDR1» «ADDR2»:

Someone in your household completed an online survey for the American National Election Studies on «CompletionDate».

As a thank you, we would like to send this person $«INCENTIVE_AMOUNT»; however, no name was entered in the survey for us to write the check. Could you please call us at 1-855-597-0067 or email us at anes2020@westat.com with this information? Please reference case number «ID».

We appreciate your participation in the American National Election Studies.

Sincerely,

[Signature]

Dr. Roger Tourangeau
Senior Investigator
Reminder to finish postcard 3B-21 (English)

Dear [FIRSTNAME] [LASTNAME]:

Recently you started but did not finish the online survey for the American National Election Studies.

We still need your opinions. Because your participation is critical for the success of the study, we can give you $[ESCALATED INCENTIVE] as a thank you for your time, but only if you finish your survey by Monday, November 2. Don’t lose out on the $[ESCALATED INCENTIVE].

Please finish your survey today. Thank you for starting it.

Each question is voluntary, so if there is a question you do not want to answer, you can skip it.

To finish your survey - and don’t miss your $[ESCALATED INCENTIVE] - go to anes.stanford.edu and enter the ID number (PIN)

You are always welcome to e-mail us at anes307@help@stanford.edu or to call 1-415-694-0087 if you have questions.
APPENDIX G: INTERNET PROCESS FLOWCHARTS

Flowcharts in this appendix show the fieldwork protocol, particularly for mailing letters to respondents. Dates shown in the protocol flowcharts indicate planned dates and may sometimes differ from actual mailing dates. Numbers in parentheses indicate the letter mailed in the indicated circumstance. See Appendix C for the text of these letters. Each sample group has its own flowchart: sample group 2 (2016 re-interview cases), 3A (web-only fresh sample), 3B (mixed-web fresh sample), and 3C (mixed-video fresh sample). These should be enlarged for viewing as they are not legible at 8.5x11.
Methodology Report for the ANES 2020 Time Series Study

ANES Pre-Election Protocol
Group SA, Fresh Sample, R1
n = 2,264

* If Screening R was exercised to 100%, then results in Study 9 were in 100%.

At any point, if a letter or postcard is returned, the case is reviewed and the status may be updated.
ANES Pre-Election Protocol
Group 3B, Push to Video Sample

n = 3,607 – split in half for staggered mailing of 3B-1 and 3B-2

At any point, if a letter or postcard is returned, the case is evaluated and the status may be updated.

If a respondent answers $100 to proceed with video but does not do the Zoom interview, the following letters will be sent:

- Mail Push to Phone Letter 10/10/20 (PRE; 3EL) – promise $100
- Mail Nonresponse Letter 11/6/20 (PRE; 3EL) – promise $100

If a respondent declines to proceed with video, the following letters will be sent:

- Mail Nonresponse Letter 11/6/20 (PRE; 3EL) – promise $100
- Mooned Letter 11/6/20 (PRE; 3EL) – promise $100

- Mail Push to Phone Letter 10/10/20 (PRE; 3EL) – promise $100
- Mail Push to Phone Postcard 10/10/20 (PRE) – promise $100
- Mail Nonresponse Postcard 10/10/20 (PRE) – promise $100
- Mooned Letter 11/6/20 (PRE; 3EL) – promise $100

Group 3C: note that flowchart legend says 3B but should say 3C.