

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.

Principal Investigators were Ted Brader (University of Michigan) and Shanto Iyengar (Stanford University). Associate Principal Investigators were Sunshine Hillygus (Duke University), Daron Shaw (University of Texas, Austin), and Nicholas Valentino (University of Michigan).

Dave Howell was director of University of Michigan Operations and Matthew DeBell was director of Stanford Operations and Co-Investigator. ANES staff on the project were Lauren Guggenheim, Sang-Jung Han, Natalya Maisel, Laurie Pierson, and Jaime Ventura. Research assistance was provided by Jade Burt, Erin Cikanek, Lindsay Dun, Dan Hiaeshutter-Rice, Sara Morell, Hwayong Shin, Princess Williams, and Nicole Wu.

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.

Field dates: Pre-election survey: August 18 through November 2, 2020.
 (Election: Tuesday, November 3, 2020)
 Post-election survey: November 8 through January 4, 2021.

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 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 with more than four units 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

Mode	Session	Length	Topics
Self-paced Via LMS	1	4 hours	Study Welcome/Introduction FAQs MUST BE COMPLETED BEFORE WEBEX TRAINING 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
Zoom (live training)	2	4 hours	Welcome/Questions from Self-paced Zoom/M3 recaps Interactive 1 Distress Protocol Review Role Play instructions Q & A Session
Role Plays	3	4 hours	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

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 4-1. ANES 2020 Time Series question origins by decade or year

Origin	ANES		ANES & CSES	
	Number	Percent	Number	Percent
1950s	76	9.7%	76	9.2%
1960s	28	3.6%	28	3.4%
1970s	61	7.8%	61	7.4%
1980s	70	8.9%	70	8.5%
1990s	54	6.9%	67	8.1%
2000s	29	3.7%	34	4.1%
2012	89	11.3%	90	10.9%
2016	66	8.4%	86	10.4%
2020 (new)	277	35.3%	277	33.6%
2020 (revised)	35	4.5%	35	4.2%
Total	785	100%	824	100%

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 re-used 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 (LIBCPRE)
 - 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 govt 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)
- CASI
 - 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. (OFCREC)
 - 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 (LIMTGOV)
 - 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 (DEMPO)
 - 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 (CSES5)
- Post CASI
 - Children (RCHILD)
 - Familial politics (FAMPOL)
 - Group empathy (EMPATHY)
 - Police exp. (OWNPOLICE)
 - Family income (INCPO)
 - Health (HLTHPO)
 - LGBT contacts (KNOWLGBT)
 - Feminism (FEMINISM)
 - Feeling therm CASI (THCASI)
 - 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 Hispano” 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

The screenshot shows a survey question from the ANES. At the top left is the ANES logo with the text "American National Election Studies". The question text is: "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?" Below the question are three radio button options: "Very much interested", "Somewhat Interested", and "Not much interested". At the bottom left is a blue "Next" button with a right-pointing arrow.

Exhibit 4-4. Example of interviewer-administered enumerated question

The screenshot shows a survey interface for the American National Election Studies (ANES). At the top left is the ANES logo with the text "American National Election Studies". At the top right is a black redacted area with the code "CAMPINT.CAMPINTSTD_ASK". The main question reads: "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?" Below the question are five radio button options: "Not much interested", "Somewhat interested", "Very much interested", "Do not know the answer", and "Rather not answer". At the bottom left are two navigation buttons: "Next" with a right-pointing arrow and "Back" with a left-pointing arrow.

Exhibit 4-5. Example of self-administered open-ended question

The screenshot shows a survey interface for the American National Election Studies (ANES). At the top left is the ANES logo with the text "American National Election Studies". The main question reads: "Switching to another topic. What do you think are the most important problems facing this country? If you think there are more than one, please briefly name one problem now." Below the question is a large empty rectangular box for writing a response. At the bottom left is a navigation button: "Next" with a right-pointing arrow.

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.

Exhibit 4-6. Example of feeling thermometer questions

The screenshot shows a "feeling thermometer" question from the American National Election Studies (ANES). The question asks how respondents would rate Joe Biden on a scale from 0 to 100. The scale is labeled with the following options:

- 100* Very warm or favorable feeling
- 85* 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
- 15* Quite cold or unfavorable feeling
- 0* Very cold or unfavorable feeling

A small rectangular input field is positioned above the scale. At the bottom right of the screen, there is a blue "Next" button with a white arrow pointing right.

Exhibit 4-7. Example of scale question

The screenshot shows a scale question from the American National Election Studies (ANES) regarding the best way to deal with urban unrest and rioting. The question text reads:

What is the best way to deal with the problem of urban unrest and rioting? Some say it is more important to use all available force to maintain law and order, no matter what results. Others say it is more important to correct the problems of racism and police violence that give rise to the disturbances. And, of course, other people have opinions in between.

Where would you place yourself on this scale, or haven't you thought much about this?

Click below to make your choice.

A horizontal scale is shown with numbers 1 through 7. At the left end, under number 1, is the text "Solve problems of racism and police violence" with an associated radio button. At the right end, under number 7, is the text "Use all available force to maintain law and order" with another radio button. Below the scale, the text "Haven't thought much about this" is followed by a radio button. At the bottom right of the screen, there is a blue "Next" button with a white arrow pointing right.

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.’”

Exhibit 4-8. Example of web nonresponse prompt message

The screenshot shows a web survey interface for the American National Election Studies (ANES). At the top left is the ANES logo with a red checkmark icon and the text "American National Election Studies". Below the logo is a question: "How often would you say you try to better understand people of other racial or ethnic groups by imagining how things look from their perspective?". Underneath the question is a list of five radio button options: "Extremely often", "Very often", "Somewhat often", "Not too often", and "Not often at all". A red text message at the bottom states: "We noticed that you did not answer this 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." A blue "Next" button with a right-pointing arrow is located at the bottom left.

How often would you say you try to better understand people of other racial or ethnic groups by imagining how things look from their perspective?

Extremely often
 Very often
 Somewhat often
 Not too often
 Not often at all

We noticed that you did not answer this 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.

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

The image shows a mobile phone screen displaying a survey question from the American National Election Studies (ANES). The screen has a white background with a black navigation bar at the bottom. At the top, there is the ANES logo with a checkmark icon and the text "American National Election Studies". The main question asks about interest in political campaigns, with three response options: "Very much interested", "Somewhat interested", and "Not much interested". A "Next" button with a right-pointing arrow is located below the responses. The bottom navigation bar contains three icons: three vertical lines, a square, and a left-pointing arrow.

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

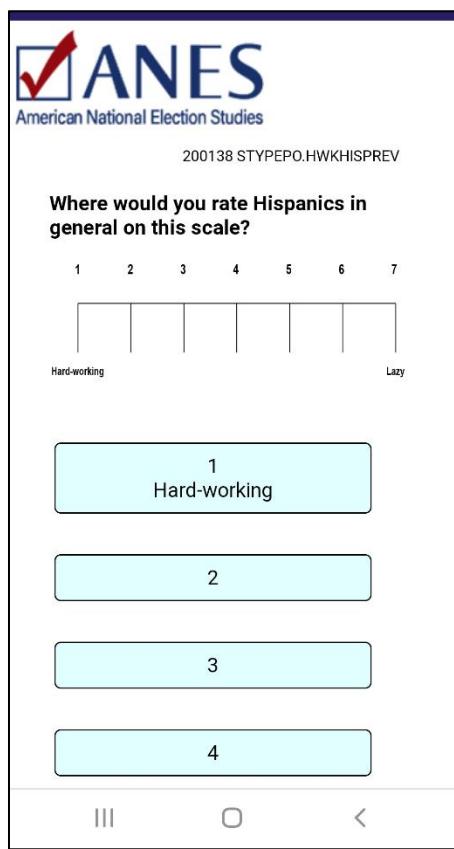
Somewhat interested

Not much interested

Next

||| □ <

Exhibit 4-10. Example of scale question with mobile display



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



American National Election Studies

Overall, how great was R's interest in the interview?

Very high
 Fairly high
 Average
 Fairly low
 Very low

[Next](#) 

 [Back](#)

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.

Letters

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 5-1. Letters to respondents

		Number				Number	
Code	Type	First date	mailed	Code	Type	First date	mailed
2-1	Advance email	8/10/2020	2321	3A-11	Reminder card	9/21/2020	216
2-2	Advance letter	8/17/2020	1325	3B-13	Reminder card	9/2/2020	595
3-1	Advance letter	8/10/2020	16345	3A-12	Reminder card 2	10/7/2020	55
2-3	Invitation email	8/18/2020	2139	3B-14	Reminder card 2	9/8/2020	453
2-4	Invitation letter	8/17/2020	1504	3B-15	Nonresponse email	9/14/2020	332
3-2	Invitation letter	8/17/2020	16345	3A-13	Nonresponse letter	10/12/2020	134
2-5	Reminder email	8/24/2020	1687	3B-16	Nonresponse letter	9/16/2020	357
2-7	Invitation letter 2	9/4/2020	975	3A-14	Nonresponse card	10/21/2020	77
2-8	Invitation letter	9/4/2020	1373	3B-17	Nonresponse card	9/24/2020	270
3A-3	Reminder card	8/21/2020	6647	3B-18	Push to Phone letter	10/16/2020	428
3B-3	Reminder card	8/24/2020	9697	3B-19	Push to Phone email	10/23/2020	265
2-6	Reminder card	8/24/2020	1502	3B-20	Push to Phone card	10/22/2020	363
3A-4	Reminder card 2	9/2/2020	5592	3B-21	Reminder to finish card	10/27/2020	230
3B-4	Reminder card 2	8/28/2020	9551	3C-29	Push to Video email	8/25/2020	326
2-9	Reminder email	9/11/2020	1083	3C-30	Push to Video card	8/26/2020	485
2-10	Reminder card 2	9/11/2020	2133	3C-31	Push to Video letter	9/1/2020	273
3A-5	Reminder card 3	9/10/2020	5168	3C-22	Push to Web email	9/28/2020	590
3B-5	Reminder card 3	9/4/2020	8295	3C-23	Push to Web card	9/29/2020	453
2-11	Reminder card 3	9/17/2020	1829	3C-24	Push to Web letter	10/5/2020	391
2-12	Reminder card 4	9/23/2020	846	33	Pre payment letter	8/28/2020	10589
3A-6	Nonresponse letter	9/21/2020	4728	36	Post invitation letter	11/6/2020	6742
3B-6	Nonresponse letter	9/18/2020	7121	34	Post invitation email	11/9/2020	7584
2-13	Nonresponse email	10/1/2020	663	34	Post invitation email 2	11/12/2020	5706
2-14	Nonresponse letter	10/9/2020	1348	35	Post reminder email	11/18/2020	3904
3A-7	Nonresponse card	9/25/2020	6540	37	Post reminder card	11/12/2020	604
3B-7	Nonresponse card	9/28/2020	7084	35	Post reminder email 2	11/22/2020	3094
2-15	Nonresponse card	10/22/2020	874	37	Post reminder card 2	11/24/2020	3239
3B-8	Push to Phone letter	10/16/2020	6142	35	Post reminder email 3	12/1/2020	2357
3B-9	Push to Phone card	10/22/2020	6036	38	Post reminder letter	12/15/2020	2201
3A-8	Invitation letter	8/25/2020	430	40	Post alt. address letter	12/15/2020	56
3B-12	Invitation letter	8/25/2020	767	39	Post final email	12/19/2020	1505
3A-9	Invitation email	8/25/2020	243	42	Post final card	12/23/2020	1437
3B-10	Invitation email	8/20/2020	1179	39	Post final email 2	12/28/2020	1120
3A-10	Follow-up email	8/29/2020	181	41	Post payment letter	11/18/2020	7481
3B-11	Follow-up email	8/23/2020	542				

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.

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 alphanumeric 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 5-1. Incentive payouts for ANES 2020 Time Series Study

Event	Number	Total amount
Screener incentives		
Invitation: \$10	17,849	\$178,490
Completion (not selected): \$40	1,836	\$73,440
Completion (not selected): \$100	725	\$72,500
Completion (not selected): \$200	9	\$1,800
Pre-election incentives		
Reminder to finish: \$5	84	\$420
Invitation (non-screener R): \$10	1,197	\$11,970
Completion: \$40	5,697	\$227,880
Completion: \$100	2,437	\$243,700
Completion: \$200	146	\$29,200
Post-election incentives		
Completion: \$40	4,239	\$169,560
Completion: \$100	2,673	\$267,300
Completion: \$200	541	\$108,200
Total	37,433	\$1,384,460

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

the ID number? [IF NOT, GIVE R THEIR PIN IF NEEDED: You'll need your ID number to start the survey. I'll give it to you now and you can write it down.]
Great. I hope you can take the survey today. And I'll just remind you that when you take the survey, we'll give you \$[INCENTIVE]. [THANK R and END CALL.]

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

Category	Cases
Zoom – Connecting to Zoom interview	13
Zoom – Other	10
Refusal	8
Web survey login	7
General study question	6
Zoom – Installation support	4
Other	3
Zoom – Audio/Video troubleshooting	1
Internet connectivity	1
Total	53

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 *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
2. Internet Connectivity *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
3. Video use (e.g., freezing, losing video, blurry, etc.) *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
4. Audio use (e.g., sync problems/lag, volume problems, loss of audio, feedback, etc.) *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
5. Other Problem? *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> 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 *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
7. Concerns about self-view *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
8. Respondent not paying attention (e.g., using the computer for something else). *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
9. Duration of interview for which other people were present (e.g., kids, family members) *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot
10. Other (specify) *	<input type="radio"/> None	<input type="radio"/> A Little	<input type="radio"/> A lot

11. How did the respondent participate by video? *

<input checked="" type="radio"/> The respondent used Zoom for video
<input type="radio"/> The respondent did not use video
<input type="radio"/> Something else (please specify) <input type="text"/>

12. How did the respondent participate by audio? *

<input checked="" type="radio"/> The respondent used Zoom for audio
<input type="radio"/> The respondent used a telephone for audio
<input type="radio"/> Something else (please specify) <input type="text"/>

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

Case ID _____	Date _____	Time _____
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

Refusal conversion outcomes	
Outcome of Contact	Cases
Completed interview by video	0
Scheduled appointment for video interview	1
Agreed to complete video interview later, but didn't schedule an appointment	28
Pushed to web	10
No compatible device, awaiting invitation to participate by telephone	0
Status unchanged	6
Refused – soft/not final	16
Other (mostly hard refusals)	8
Special Treatment Offered	
An escalated incentive of \$200	17
The ability to conduct the interview by FaceTime	0
Other special treatment	0
None of these	50
Issues Mentioned By Respondent	
Uncomfortable with technology generally	3
Uncomfortable with videoconferencing generally	7
Uncomfortable with Zoom specifically	0
Did not want their image appearing on video	11
Did not want their surroundings appearing on video	3
Concerned that they are being recorded	9
Privacy/confidentiality of videoconferencing generally	6
Privacy/confidentiality of Zoom specifically	0
Security concerns about installing Zoom app	0
Technical difficulties in installing Zoom app	4
Problems with them seeing us	0
Problems with us seeing them	0
Problems with them hearing us	1
Problems with us hearing them	0
Does not have a video camera	3
Does not have a screen/display	0
Does not have speakers	3
Does not have a microphone	4
Does not have a capable device (smartphone, tablet, computer, laptop) at all	7
Other	20
Respondent willing to complete the interview by another mode	
Yes, on the phone	2
Yes, as a web questionnaire	20
Yes, by a different kind of video connection	0
Yes, by another method	0
No	35
Total Post-Contact Questionnaires Completed	67

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.

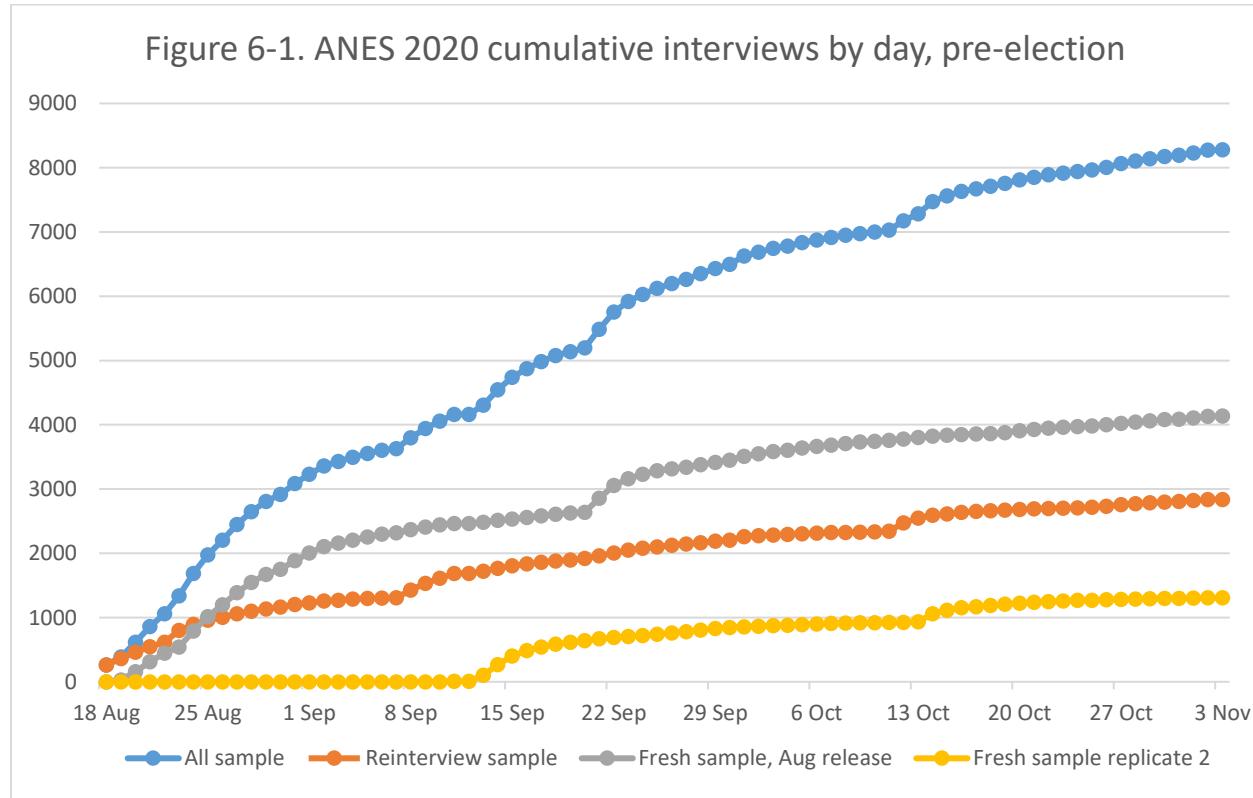


Table 6-1. Pre-election completions by day: ANES 2020 Time Series Study

Field day	Week day	Date	Completion counts: Pre-election					
			All sample		Reinterview		Fresh rep. 1	
			Day	Cum.	Day	Cum.	Day	Cum.
1	Tue	18 Aug	263	263	263	263	0	0
2	Wed	19 Aug	125	388	98	361	27	27
3	Thu	20 Aug	230	618	100	461	130	157
4	Fri	21 Aug	241	859	85	546	156	313
5	Sat	22 Aug	199	1058	68	614	131	444
6	Sun	23 Aug	281	1339	184	798	97	541
7	Mon	24 Aug	346	1685	97	895	249	790
8	Tue	25 Aug	289	1974	64	959	225	1015
9	Wed	26 Aug	229	2203	44	1003	185	1200
10	Thu	27 Aug	243	2446	55	1058	188	1388
11	Fri	28 Aug	203	2649	42	1100	161	1549
12	Sat	29 Aug	156	2805	34	1134	122	1671
13	Sun	30 Aug	110	2915	28	1162	82	1753
14	Mon	31 Aug	172	3087	39	1201	133	1886
15	Tue	1 Sep	144	3231	26	1227	118	2004
16	Wed	2 Sep	129	3360	30	1257	99	2103
17	Thu	3 Sep	70	3430	12	1269	58	2161
18	Fri	4 Sep	62	3492	19	1288	43	2204
19	Sat	5 Sep	60	3552	12	1300	48	2252
20	Sun	6 Sep	50	3602	5	1305	45	2297
21	Mon	7 Sep	28	3630	5	1310	23	2320
22	Tue	8 Sep	169	3799	119	1429	50	2370
23	Wed	9 Sep	141	3940	103	1532	38	2408
24	Thu	10 Sep	115	4055	82	1614	33	2441
25	Fri	11 Sep	104	4159	74	1688	20	2461
26	Sat	12 Sep	0	4159	0	1688	0	2461
27	Sun	13 Sep	145	4304	31	1719	22	2483
28	Mon	14 Sep	241	4545	47	1766	28	2511
29	Tue	15 Sep	195	4740	38	1804	21	2532
30	Wed	16 Sep	135	4875	30	1834	25	2557
31	Thu	17 Sep	110	4985	28	1862	24	2581
32	Fri	18 Sep	90	5075	18	1880	26	2607
33	Sat	19 Sep	60	5135	14	1894	18	2625
34	Sun	20 Sep	60	5195	25	1919	10	2635
35	Mon	21 Sep	289	5484	41	1960	220	2855
36	Tue	22 Sep	269	5753	44	2004	203	3058
37	Wed	23 Sep	166	5919	47	2051	104	3162
38	Thu	24 Sep	110	6029	29	2080	66	3228
39	Fri	25 Sep	94	6123	19	2099	57	3285

Table continues next page.

Table 6-1. Pre-election completions by day: ANES 2020 Time Series Study -- continued

Field day	Week day	Date	Completion counts: Pre-election							
			All sample		Reinterview		Fresh rep. 1		Fresh rep. 2	
			Day	Cum.	Day	Cum.	Day	Cum.	Day	Cum.
40	Sat	26 Sep	74	6197	23	2122	30	3315	21	760
41	Sun	27 Sep	63	6260	22	2144	22	3337	19	779
42	Mon	28 Sep	90	6350	21	2165	42	3379	27	806
43	Tue	29 Sep	82	6432	23	2188	37	3416	22	828
44	Wed	30 Sep	63	6495	14	2202	34	3450	15	843
45	Thu	1 Oct	130	6625	57	2259	60	3510	13	856
46	Fri	2 Oct	61	6686	14	2273	39	3549	8	864
47	Sat	3 Oct	58	6744	12	2285	35	3584	11	875
48	Sun	4 Oct	34	6778	10	2295	20	3604	4	879
49	Mon	5 Oct	55	6833	11	2306	33	3637	11	890
50	Tue	6 Oct	44	6877	9	2315	25	3662	10	900
51	Wed	7 Oct	38	6915	7	2322	22	3684	9	909
52	Thu	8 Oct	33	6948	4	2326	26	3710	3	912
53	Fri	9 Oct	29	6977	2	2328	22	3732	5	917
54	Sat	10 Oct	22	6999	6	2334	13	3745	3	920
55	Sun	11 Oct	29	7028	11	2345	15	3760	3	923
56	Mon	12 Oct	147	7175	128	2473	16	3776	3	926
57	Tue	13 Oct	109	7284	73	2546	26	3802	10	936
58	Wed	14 Oct	188	7472	46	2592	18	3820	124	1060
59	Thu	15 Oct	92	7564	21	2613	19	3839	52	1112
60	Fri	16 Oct	70	7634	24	2637	6	3845	40	1152
61	Sat	17 Oct	38	7672	13	2650	11	3856	14	1166
62	Sun	18 Oct	38	7710	11	2661	6	3862	21	1187
63	Mon	19 Oct	47	7757	10	2671	17	3879	20	1207
64	Tue	20 Oct	54	7811	10	2681	30	3909	14	1221
65	Wed	21 Oct	42	7853	9	2690	16	3925	17	1238
66	Thu	22 Oct	37	7890	7	2697	20	3945	10	1248
67	Fri	23 Oct	28	7918	3	2700	16	3961	9	1257
68	Sat	24 Oct	25	7943	7	2707	9	3970	9	1266
69	Sun	25 Oct	21	7964	8	2715	11	3981	2	1268
70	Mon	26 Oct	43	8007	16	2731	19	4000	8	1276
71	Tue	27 Oct	57	8064	27	2758	21	4021	9	1285
72	Wed	28 Oct	39	8103	16	2774	20	4041	3	1288
73	Thu	29 Oct	38	8141	11	2785	20	4061	7	1295
74	Fri	30 Oct	32	8173	12	2797	18	4079	2	1297
75	Sat	31 Oct	21	8194	11	2808	9	4088	1	1298
76	Sun	1 Nov	37	8231	14	2822	19	4107	4	1302
77	Mon	2 Nov	45	8276	16	2838	25	4132	4	1306
78	Tue	3 Nov	3	8279	1	2839	2	4134	0	1306

Notes: Completion date is missing for one case. No interviews were done Sept 12 due to a technical malfunction.

Table 6-2. Post-election completions by day: ANES 2020 Time Series Study

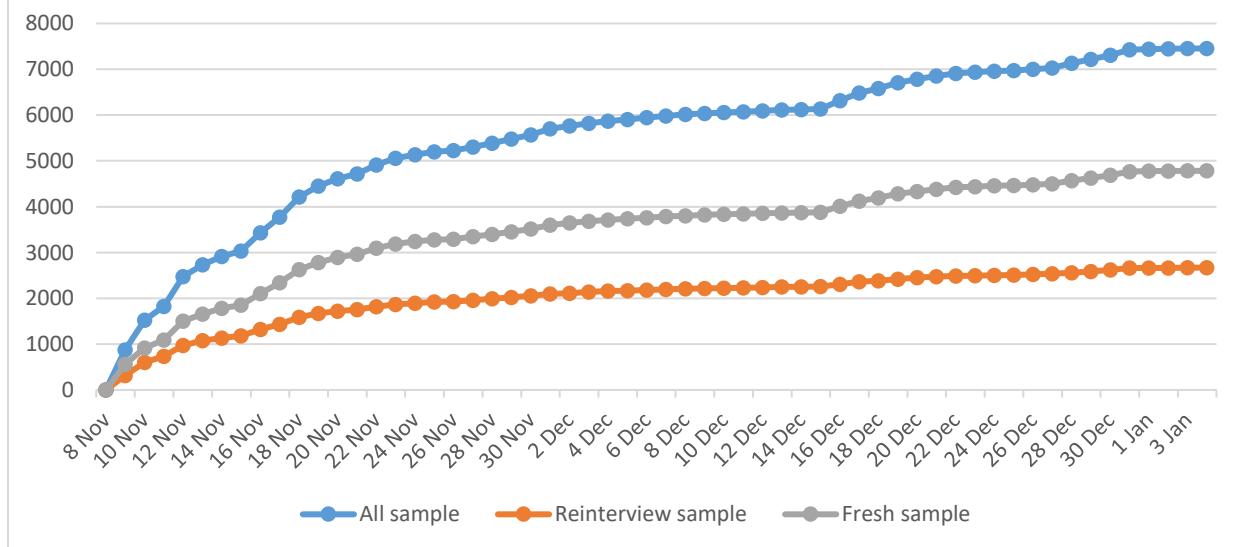
Field day	Week day	Date	Completion counts: Post-election					
			All sample		Reinterview		Fresh sample	
			Day	Cum.	Day	Cum.	Day	Cum.
1	Sun	8 Nov	1	1	0	0	1	1
2	Mon	9 Nov	876	877	318	318	558	559
3	Tue	10 Nov	647	1524	287	605	360	919
4	Wed	11 Nov	304	1828	131	736	173	1092
5	Thu	12 Nov	648	2476	237	973	411	1503
6	Fri	13 Nov	259	2735	102	1075	157	1660
7	Sat	14 Nov	180	2915	55	1130	125	1785
8	Sun	15 Nov	121	3036	53	1183	68	1853
9	Mon	16 Nov	393	3429	141	1324	252	2105
10	Tue	17 Nov	346	3775	111	1435	235	2340
11	Wed	18 Nov	440	4215	155	1590	285	2625
12	Thu	19 Nov	234	4449	79	1669	155	2780
13	Fri	20 Nov	161	4610	48	1717	113	2893
14	Sat	21 Nov	109	4719	37	1754	72	2965
15	Sun	22 Nov	194	4913	64	1818	130	3095
16	Mon	23 Nov	143	5056	49	1867	94	3189
17	Tue	24 Nov	78	5134	25	1892	53	3242
18	Wed	25 Nov	62	5196	28	1920	34	3276
19	Thu	26 Nov	28	5224	13	1933	15	3291
20	Fri	27 Nov	80	5304	24	1957	56	3347
21	Sat	28 Nov	86	5390	34	1991	52	3399
22	Sun	29 Nov	85	5475	29	2020	56	3455
23	Mon	30 Nov	95	5570	32	2052	63	3518
24	Tue	1 Dec	129	5699	45	2097	84	3602
25	Wed	2 Dec	64	5763	16	2113	48	3650
26	Thu	3 Dec	60	5823	24	2137	36	3686
27	Fri	4 Dec	47	5870	20	2157	27	3713
28	Sat	5 Dec	37	5907	12	2169	25	3738
29	Sun	6 Dec	40	5947	15	2184	25	3763
30	Mon	7 Dec	36	5983	13	2197	23	3786
31	Tue	8 Dec	30	6013	14	2211	16	3802
32	Wed	9 Dec	22	6035	3	2214	19	3821
33	Thu	10 Dec	20	6055	8	2222	12	3833
34	Fri	11 Dec	20	6075	9	2231	11	3844
35	Sat	12 Dec	20	6095	8	2239	12	3856
36	Sun	13 Dec	17	6112	9	2248	8	3864
37	Mon	14 Dec	11	6123	5	2253	6	3870
38	Tue	15 Dec	14	6137	6	2259	8	3878
39	Wed	16 Dec	181	6318	50	2309	131	4009

Table continues next page.

Table 6-2. Post-election completions by day: ANES 2020 Time Series Study -- continued

Field day	Week day	Date	Completion counts: Post-election					
			All sample		Reinterview		Fresh sample	
			Day	Cum.	Day	Cum.	Day	Cum.
40	Thu	17 Dec	168	6486	54	2363	114	4123
41	Fri	18 Dec	96	6582	23	2386	73	4196
42	Sat	19 Dec	123	6705	35	2421	88	4284
43	Sun	20 Dec	79	6784	32	2453	47	4331
44	Mon	21 Dec	73	6857	20	2473	53	4384
45	Tue	22 Dec	53	6910	15	2488	38	4422
46	Wed	23 Dec	28	6938	10	2498	18	4440
47	Thu	24 Dec	20	6958	4	2502	16	4456
48	Fri	25 Dec	14	6972	6	2508	8	4464
49	Sat	26 Dec	26	6998	14	2522	12	4476
50	Sun	27 Dec	34	7032	12	2534	22	4498
51	Mon	28 Dec	98	7130	25	2559	73	4571
52	Tue	29 Dec	84	7214	26	2585	58	4629
53	Wed	30 Dec	97	7311	35	2620	62	4691
54	Thu	31 Dec	116	7427	40	2660	76	4767
55	Fri	1 Jan	16	7443	5	2665	11	4778
56	Sat	2 Jan	3	7446	0	2665	3	4781
57	Sun	3 Jan	6	7452	4	2669	2	4783
58	Mon	4 Jan	1	7453	1	2670	0	4783

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 records² ($n=269$)
- 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.

Table 7-1. Results of case validation by initial status: ANES 2020 Time Series Study

Result	Initial status							
	No special concern		Some concern		High/highest concern		All validation cases	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Valid case & data	453	62	201	23	1	0	655	35
Refusal of validation	2	0	3	0	6	2	11	1
No contact (nonresponse)	255	35	330	37	91	37	676	36
Contact w. inconclusive result	4	1	51	6	5	2	60	3
Data correction for valid R	15	2	160	18	33	13	208	11
Respondent substitution	3	0	138	16	113	45	254	14
Total validation group	732	100	883	100	249	100	1864	100

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 naïve 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)

Status	No special concern		Some concern		High/highest concern		All sample	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
All correct	6,875	96.2	356	40.3	2	0.7	7,232	87.3
Error in name, age, or gender	228	3.2	283	32.1	56	22.4	567	6.8
Respondent substitution	46	0.6	244	27.7	191	76.9	481	5.8
Pre-post R switching	0	0.0	139	15.7	131	52.5	269	3.3

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 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 SELFGEND_GENDTYP 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.
24. "Reinterview refusal." An eligible 2016 respondent refused to participate in the 2020 study.
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."

Table 8-1. ANES 2020 Time Series Pre-election dispositions and outcome rates by sample group (unweighted)

Disposition	Sample group													
	2: Reinterview		3A: web only		3B: mixed web		3C: mixed video		3A & 3B		All fresh (3A,B,C)		All sample	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Interviews														
10. Complete	2818	77.3	2243	33.7	2362	35.4	743	24.5	4605	34.6	5348	32.7	8166	40.8
11. Sufficient partial	21	0.6	40	0.6	45	0.7	8	0.3	85	0.6	93	0.6	114	0.6
<i>Total interviews</i>	<i>2839</i>	<i>77.9</i>	<i>2283</i>	<i>34.3</i>	<i>2407</i>	<i>36.1</i>	<i>751</i>	<i>24.8</i>	<i>4690</i>	<i>35.2</i>	<i>5441</i>	<i>33.3</i>	<i>8280</i>	<i>41.4</i>
Eligible nonresponse														
20. Breakoff	80	2.2	229	3.4	167	2.5	54	1.8	396	3.0	450	2.8	530	2.7
21. Eligible nonresponse	5	0.1	152	2.3	153	2.3	401	13.2	305	2.3	706	4.3	711	3.6
22. Reinterview nonresponse	436	12.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	436	2.2
23. Reinterview deceased	43	1.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	43	0.2
24. Reinterview refusal	30	0.8	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	30	0.2
25. Reinterview vacant	7	0.2	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	7	0.0
26. Reinterview undeliverable	165	4.5	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	165	0.8
27. Reinterview other non-contact	37	1.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	37	0.2
28. Reinterview other contact not complete	4	0.1	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	4	0.0
29. Refusal (after screening)	0	0.0	1	0.0	3	0.0	13	0.4	4	0.0	17	0.1	17	0.1
<i>Total eligible nonresponse</i>	<i>807</i>	<i>22.1</i>	<i>382</i>	<i>5.7</i>	<i>323</i>	<i>4.8</i>	<i>468</i>	<i>15.5</i>	<i>705</i>	<i>5.3</i>	<i>1173</i>	<i>7.2</i>	<i>1,980</i>	<i>9.9</i>
Unknown eligibility														
30. Incomplete screener	0	0.0	49	0.7	42	0.6	22	0.7	91	0.7	113	0.7	113	0.6
31. Nonresident, temporary stay	0	0.0	19	0.3	15	0.2	11	0.4	34	0.3	45	0.3	45	0.2
32. Nonresident, misdelivery	0	0.0	5	0.1	5	0.1	2	0.1	10	0.1	12	0.1	12	0.1
33. Nonresident, forwarded mail	0	0.0	8	0.1	9	0.1	1	0.0	17	0.1	18	0.1	18	0.1
34. Nonresident, other	0	0.0	23	0.3	20	0.3	7	0.2	43	0.3	50	0.3	50	0.3
35. Refusal (before screening)	0	0.0	31	0.5	39	0.6	18	0.6	70	0.5	88	0.5	88	0.4
41. Mailed with no response or return	0	0.0	3247	48.8	3196	47.9	1444	47.7	6443	48.4	7887	48.3	7,887	39.5
<i>Total unknown eligibility</i>	<i>0</i>	<i>0.0</i>	<i>3,382</i>	<i>50.9</i>	<i>3,326</i>	<i>49.9</i>	<i>1,505</i>	<i>49.7</i>	<i>6708</i>	<i>50.4</i>	<i>8213</i>	<i>50.2</i>	<i>8,213</i>	<i>41.1</i>
Ineligible														
50. Screened, no citizen	0	0.0	71	1.1	86	1.3	36	1.2	157	1.2	193	1.2	193	1.0
51. Screened, not a household	0	0.0	6	0.1	9	0.1	1	0.0	15	0.1	16	0.1	16	0.1
52. Returned mail, vacant	0	0.0	177	2.7	176	2.6	79	2.6	353	2.7	432	2.6	432	2.2
53. Returned mail, other ineligible	0	0.0	347	5.2	343	5.1	187	6.2	690	5.2	877	5.4	877	4.4
<i>Total ineligible</i>	<i>0</i>	<i>0.0</i>	<i>601</i>	<i>9.0</i>	<i>614</i>	<i>9.2</i>	<i>303</i>	<i>10.0</i>	<i>1215</i>	<i>9.1</i>	<i>1518</i>	<i>9.3</i>	<i>1,518</i>	<i>7.6</i>
Totals														
Total sample size (10-53)	3,646	100.0	6,648	100.0	6,670	100.0	3,027	100.0	13,318	100.0	16,345	100.0	19,991	100.0
Known eligible (10-21)	3,646	100.0	2,665	40.1	2,730	40.9	1,219	40.3	5,395	40.5	6,614	40.5	10,260	51.3
Refusals (24,29,35)	30	0.8	32	0.5	42	0.6	31	1.0	74	0.6	105	0.6	135	0.7
HH contacts (10-35)	3,646	100.0	2,800	42.1	2,860	42.9	1,280	42.3	5,660	42.5	6,940	42.5	10,586	53.0
Non-contacts with unknown eligibility (41)	0	0.0	3,247	48.8	3,196	47.9	1,444	47.7	6,443	48.4	7,887	48.3	7,887	39.5
Screened (10-21, 29, 50, 51)	2,924	80.2	2,742	41.2	2,825	42.4	1,256	41.5	5,567	41.8	6,823	41.7	9,747	48.8
Maximum eligible (10-41)	3,646	100.0	6,047	91.0	6,056	90.8	2,724	90.0	12,103	90.9	14,827	90.7	18,473	92.4
Max. eligible for screener (10-51)	3,646	100.0	6,124	92.1	6,151	92.2	2,761	91.2	12,275	92.2	15,036	92.0	18,682	93.5

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)

Outcome	Sample group						
	2	3A	3B	3C	3A+B	3A+B+C	All
Observed eligibility, e	1.000	.816	.816	.801	.816	.813	NA
Screening rate (screener AAPOR RR1)	NA	.448	.459	.455	.454	.454	NA
Response or reinterview rates							
Minimum (AAPOR RR1)	.779	.378	.397	.276	.388	.367	NA
Minimum (AAPOR RR1) w/o suff. partials	.773	.371	.390	.273	.380	.361	NA
Est. based on observed e (AAPOR RR3)	.779	.421	.442	.310	.431	.409	NA
Maximum (AAPOR RR5)	.779	.857	.882	.616	.869	.823	NA
Refusal rate, minimum (AAPOR REF1)	.030	.043	.035	.031	.039	.037	.036
Refusal rate, est. w. e (AAPOR REF2)	.030	.048	.038	.035	.043	.042	NA
Household contact rate, min. (AAPOR CON1)	1.000	.463	.472	.470	.468	.468	.573
Cooperation rate (AAPOR COOP3)	.779	.857	.882	.616	.869	.823	.807

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 re-interview 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 8-1.

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 8-3. ANES 2020 Time Series Post-election reinterview and response rates (unweighted)

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

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.³ 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.

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," "congres," (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, canceller, 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 german or aleman and also includes the word chancellor, leader, pm, prime min, head, canceller, 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, president, primer ministro, cancellier, russia, rusia, ruso, or moscow. 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 justice 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.⁴ 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.

⁴ Questions of this type were introduced by Motta, M. P., Callaghan, T. H., & Smith, B. (2017). Looking for answers: Identifying search behavior and improving knowledge-based data quality in online surveys. *International Journal of Public Opinion Research*, 29, 575-603.

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:

Sample component	Description
1	GSS respondent sample
2	ANES 2016 reinterview sample
3A	Fresh cross-sectional (web only)
3B	Fresh cross-sectional (web to phone)
3C	Fresh cross-sectional (web to video)

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 composited (pre- and post-election surveys);
- 2, 3A, 3B, and 3C composited (pre- and post-election surveys);
- 2, 3A, and 3B composited (pre- and post-election surveys);
- 1, 2, 3A, and 3B composited (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 composited 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:

$$DEFF = \frac{n \times w_{ssw}}{w_{sw}^2}$$

In the formula, $DEFF$ is the design effect, n is the number of responding cases in the sample, w_{ssw} 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

Sample weight	Sample group(s)	Design effect (DEFF)	Root design effect (DEFT)
V200010a, Full sample pre-election	2, 3A, 3B, 3C	1.85	1.36
V200011a, 2016-2020 panel pre-election	2	1.53	1.24
V200012a, Web-only sample pre-election	3A	1.67	1.29
V200013a, Mixed-web sample pre-election	3B	1.71	1.31
V200014a, Mixed-video sample pre-election	3C	1.78	1.33
V200015a, all fresh sample (excl. 2016) pre	3A, 3B, 3C	1.70	1.30
V200016a, all ANES sample excl. mixed-video, pre	2, 3A, 3B	1.85	1.36
V200010b, Full ANES sample post-election	2, 3A, 3B, 3C	2.14	1.46
V200011b, 2016-2020 panel post-election	2	1.59	1.26
V200012b, Web-only sample post-election	3A	1.88	1.37
V200013c, Mixed-web sample post-election	3B	1.93	1.39
V200014b, Mixed-video sample post-election	3C	2.28	1.51
V200015b, all fresh sample (excl. 2016) post	3A, 3B, 3C	1.95	1.39
V200016b, all ANES sample excl. mixed-video, post	2, 3A, 3B	2.13	1.46
V200017b, GSS, post	1	1.82	1.35
V200018b, GSS & all ANES sample, post	1, 2, 3A, 3B, 3C	2.13	1.46
V200019b, GSS & all ANES excl. mixed-video, post	1, 2, 3A, 3B	2.12	1.46

Table 10-2. Raking dimensions and control totals: ANES 2020 Pre-election			
Characteristic and category	Sample group (pre-election)		
	3A, 3B, 3C, 3ABC	2	2-3ABC
Age by gender (AGE_SEX)			
1: 18-39 male	42,365,861	40,810,968	34,464,807
2: 18-39 female	43,217,411	41,785,206	34,961,301
3: 40-59 male	35,695,415	36,749,844	35,285,979
4: 40-59 female	37,525,863	38,778,240	36,748,358
5: 60+ male	33,013,525	29,993,020	32,450,837
6: 60+ female	39,216,050	35,686,981	38,674,515
7: not eligible in 2016	NA	NA	18,448,328
Race-ethnicity by educational attainment			
1: Hispanic, less than HS	5,189,232	5,023,483	4,528,015
2: Hispanic, HS	9,584,511	8,350,892	7,765,762
3: Hispanic, some college	9,491,600	8,203,309	7,954,690
4: Hispanic, Bachelor's	4,596,649	3,302,536	4,324,934
5: Hispanic, Master's +	2,005,799	1,706,480	1,964,376
6: Black, less than HS	3,204,839	3,394,150	2,681,337
7: Black, HS	9,861,859	9,300,185	9,089,667
8: Black, some college	9,290,955	8,356,305	8,546,111
9: Black, Bachelor's	5,045,456	3,815,571	4,992,446
10: Black, Master's +	2,584,615	2,531,962	2,411,121
11: Other, less than HS	10,339,920	11,940,364	9,223,928
12: Other, HS	45,065,338	47,866,981	40,070,660
13: Other, some college	48,111,078	50,376,390	44,149,164
14: Other, Bachelor's	42,173,551	34,825,385	41,045,770
15: Ohher, Master's +	24,488,722	24,810,266	23,837,817
16: not eligible in 2016	NA	NA	18,448,328
Marital status by gender			
1: Married male	60,417,157	59,110,108	59,363,446
2: Married female	60,350,074	57,974,052	58,634,643
3: Others male	15,156,352	15,342,663	14,771,907
4: Others female	27,328,511	28,187,635	26,794,484
5: Single male	35,501,292	33,101,061	28,066,270
6: Single female	32,280,738	30,088,740	24,955,048
7: not eligible in 2016	NA	NA	18,448,328
Race-ethnicity by Census region			
1: Hispanic, Northeast	4,285,833	3,896,544	3,556,050
2: Hispanic, Midwest	2,884,058	2,355,788	2,804,525
3: Hispanic, South	11,544,230	9,738,856	10,104,983
4: Hispanic, West	12,153,669	10,595,511	10,072,218
5: Black, Northeast	4,540,852	4,073,894	4,144,553
6: Black, Midwest	5,170,841	4,784,757	4,720,677
7: Black, South	17,369,269	16,068,130	15,979,751
8: Black, West	2,906,762	2,471,392	2,875,701
9: Other, Northeast	31,077,785	31,909,829	28,798,315
10: Other, Midwest	41,878,897	42,115,735	39,404,074
11: Other, South	59,162,015	58,350,452	56,453,646
12: Other, West	38,059,913	37,443,371	33,671,303
13: not eligible in 2016	NA	NA	18,448,328

Table continues...

Table 10-2. Raking dimensions and control totals -- continued			
Characteristic and category	3A, 3B, 3C, 3ABC	2	2-3ABC
Nation of birth			
1: U.S. born	209,333,653	204,085,051	195,185,805
2: Foreign born	21,700,472	19,719,207	17,399,993
3: not eligible in 2016	NA	NA	18,448,328
Home tenure by metropolitan status			
1: Not rented, urban	142,718,894	133,168,613	131,788,684
2: Not rented, non-urban	26,141,400	25,499,294	24,932,869
3: Rented, urban	55,662,596	57,553,552	49,821,152
4: Rented, non-urban	6,511,235	7,582,800	6,043,091
5: not eligible in 2016	NA	NA	18,448,328
Population density, persons per sq. mile			
1: > 5,450	57,448,614	46,901,350	50,372,984
2: 2,250 to 5,450	58,068,449	56,305,371	53,407,721
3: 325 to 2,249	56,971,087	68,793,665	53,347,704
4: other	58,545,975	51,803,872	55,457,388
5: not eligible in 2016	NA	NA	18,448,328
Income			
1: Under \$25,000	27,197,588	NA	23,364,813
2: \$25,000 to \$49,999	38,977,158	NA	36,885,374
3: \$50,000 to \$99,999	67,920,875	NA	63,758,783
4: \$100,000 and over	96,938,503	NA	88,576,827
5: not eligible in 2016	NA	NA	18,448,328
Early voters			
1: Voted early	107,083,657	NA	99,219,428
2: Voted on election day	61,472,391	NA	56,733,707
3: Did not vote or missing	62,478,077	NA	56,632,662
4: not eligible in 2016	NA	NA	18,448,328
Voter turnout by vote choice in 2016			
1: Voted for Trump in 2016	NA	72,822,199	NA
2: Voted for someone else in 2016	NA	92,786,039	NA
3: Did not vote or missing in 2016	NA	58,196,021	NA
4: not eligible in 2016	NA	NA	NA

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

Characteristic and category	Sample group (post-election)			
	1; 3A, B, C	2	2-3ABC; 2-3AB	1-2-3ABC; 1-2-3AB
Age by gender (AGE_SEX)				
1: 18-39 male	42,365,861	36,035,608	34,345,198	34,345,198
2: 18-39 female	43,217,411	31,747,747	34,942,131	34,942,131
3: 40-59 male	35,695,415	33,597,381	35,381,512	35,381,512
4: 40-59 female	37,525,863	36,039,988	36,549,951	36,549,951
5: 60+ male	33,013,526	38,908,293	32,344,486	32,344,486
6: 60+ female	39,216,050	47,475,241	38,553,876	38,553,876
7: not eligible in 2016	NA	NA	18,916,971	18,916,971
Race-ethnicity by educational attainment				
1: Hispanic, less than HS	5,189,232	3,856,627	4,604,277	4,604,277
2: Hispanic, HS	9,584,511	8,056,489	7,800,665	7,800,665
3: Hispanic, some college	9,491,600	8,807,615	7,835,806	7,835,806
4: Hispanic, Bachelor's	4,596,649	5,016,006	4,332,330	4,332,330
5: Hispanic, Master's +	2,005,799	2,515,287	1,958,320	1,958,320
6: Black, less than HS	3,204,839	2,295,626	2,394,472	2,394,472
7: Black, HS	9,861,859	8,056,728	8,922,931	8,922,931
8: Black, some college	9,290,955	8,719,322	8,645,647	8,645,647
9: Black, Bachelor's	5,045,456	4,610,869	4,951,329	4,951,329
10: Black, Master's +	2,584,615	3,295,951	2,363,343	2,363,343
11: Other, less than HS	10,339,920	9,649,461	9,189,056	9,189,056
12: Other, HS	45,065,338	40,890,730	39,838,676	39,838,676
13: Other, some college	48,111,078	51,359,931	44,303,840	44,303,840
14: Other, Bachelor's	42,173,551	38,854,074	41,097,487	41,097,487
15: Ohher, Master's +	24,488,722	27,819,544	23,878,976	23,878,976
16: not eligible in 2016	NA	NA	18,916,971	18,916,971
Marital status by gender				
1: Married male	60,417,157	61,715,675	59,437,159	59,437,159
2: Married female	60,350,074	61,176,178	58,417,819	58,417,819
3: Others male	15,156,352	16,751,595	14,653,368	14,653,368
4: Others female	27,328,512	29,349,047	26,632,235	26,632,235
5: Single male	35,501,292	30,074,013	27,980,669	27,980,669
6: Single female	32,280,738	24,737,750	24,995,905	24,995,905
7: not eligible in 2016	NA	NA	18,916,971	18,916,971
Race-ethnicity by Census region				
1: Hispanic, Northeast	4,285,833	3,966,608	3,642,628	3,642,628
2: Hispanic, Midwest	2,884,058	2,439,692	2,884,058	2,884,058
3: Hispanic, South	11,544,230	11,020,063	10,104,295	10,104,295
4: Hispanic, West	12,153,669	10,825,662	9,900,416	9,900,416
5: Black, Northeast	4,540,852	3,993,099	4,151,199	4,151,199
6: Black, Midwest	5,170,841	4,307,481	4,654,766	4,654,766
7: Black, South	17,369,269	16,303,527	15,564,994	15,564,994
8: Black, West	2,906,762	2,374,389	2,906,762	2,906,762
9: Other, Northeast	31,077,785	31,441,613	28,851,169	28,851,169
10: Other, Midwest	41,878,897	41,979,755	39,400,032	39,400,032
11: Other, South	59,162,015	58,183,498	56,502,940	56,502,940
12: Other, West	38,059,914	36,968,874	33,553,894	33,553,894
13: not eligible in 2016	NA	NA	18,916,971	18,916,971

Table continues...

Table 10-3. Raking dimensions and control totals: ANES 2020 Post-election -- continued

Characteristic and category	Sample group (post-election)			
	1; 3A, B, C	2	2-3ABC; 2-3AB	1-2-3ABC; 1-2-3AB
Nation of birth				
1: U.S. born	209,333,653	202,070,448	195,032,196	195,032,196
2: Foreign born	21,700,472	21,733,811	17,084,959	17,084,959
3: not eligible in 2016	NA	NA	18,916,971	18,916,971
Home tenure by metropolitan status				
1: Not rented, urban	142,718,894	140,823,031	131,720,707	NA
2: Not rented, non-urban	26,141,400	25,952,514	24,920,375	NA
3: Rented, urban	55,662,597	49,298,892	49,505,587	NA
4: Rented, non-urban	6,511,235	7,729,822	5,970,485	NA
5: not eligible in 2016	NA	NA	18,916,971	NA
Population density, persons per sq. mile				
1: > 5,450	57,448,614	46,901,350	50,651,147	NA
2: 2,250 to 5,450	58,068,449	56,305,371	52,892,798	NA
3: 325 to 2,249	56,971,087	68,793,665	53,355,936	NA
4: other	58,545,975	51,803,872	55,217,274	NA
5: not eligible in 2016	NA	NA	18,916,971	NA
Income				
1: Under \$25,000	27,197,588	47,119,180	23,187,006	NA
2: \$25,000 to \$49,999	38,977,159	40,141,002	36,554,551	NA
3: \$50,000 to \$99,999	67,920,875	70,907,552	63,524,148	NA
4: \$100,000 and over	96,938,503	65,636,526	88,851,449	NA
5: not eligible in 2016	NA	NA	18,916,971	NA
Early voters				
1: Voted early	106,427,257	119,377,600	99,400,942	99,400,942
2: Voted on election day	61,095,578	48,191,488	56,800,200	56,800,200
3: Did not vote or missing	63,511,289	56,235,171	55,916,012	55,916,012
4: not eligible in 2016	NA	NA	18,916,971	18,916,971
Voter turnout by vote choice in 2016				
1: Voted for Trump in 2016	NA	NA	NA	NA
2: Voted for someone else in 2016	NA	NA	NA	NA
3: Did not vote or missing in 2016	NA	NA	NA	NA
4: not eligible in 2016	NA	NA	NA	NA

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?
- Code the answer refused and continue the interview.
 - Say, “We are paying you for this so I need you to answer, please.”
 - 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.
 - 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?
- Code the answer refused and continue the interview.
 - Say, “We are paying you for this so I need you to answer, please.”
 - 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.
 - 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?
- “Oh, I know, I feel that way sometimes.”
 - “I hear that a lot these days.”
 - “I’ll be asking you some questions on that topic later.”
 - “Some of my best friends feel that way.”
14. When recording a respondent’s answer to an open-ended question, what should you type?
- Summarize the answer briefly in a few words.
 - Describe the answer briefly in your own words.
 - Type everything the respondent says exactly, word-for-word.
 - 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?
- About 2 words per second.
 - As fast as you can read and the respondent can understand.
 - As slowly as you can without annoying the respondent.
 - 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.



509286 BOOKLETPO.VIDEO

For some of the questions, I'll share my screen and show you a card with all the answer categories listed. This will help you choose the best answer because you won't have to try to remember all the choices as I read them.

{SHARE SCREEN TO SHOW BOOKLET COVER PAGE}

Can you see the "Post-Election Participant Booklet" now?

{IF NECESSARY: You might find it easier if I email the booklet to you now.
IF NECESSARY: ASK EMAIL ADDRESS AND SEND BOOKLET.}

- R sees booklet on screen or PDF {TURN OFF SCREEN SHARING}
- R does not see booklet on screen or PDF {TURN OFF SCREEN SHARING}

Next 

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.



509286 CONSENTPO.IWRINTRO

Welcome back to the American National Election Studies for the second of two surveys.

As you may remember, when we invited you to participate we sent a page called "Answers to Questions about the Study." That explained this is a voluntary research study and the interview takes about an hour. If you did not see that "Answers to Questions" document, you can look at it now before we begin, or I can answer any questions now.

{IF ASKED: the web address is A N E S dot Stanford dot E D U (anes.stanford.edu), and then click on "Answers to Questions about the Study" at the top of the page. The full address is anes.stanford.edu/faq.html}

Next 

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.

Next 

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.

Looking at page 5 of the booklet.

How would you rate:
Donald Trump

{PROBE FOR DON'T KNOW RESPONSE: when you say don't know, do you mean that you don't know who this is or do you have something else in mind?
ENTER number 0-100.}

- Don't know ('don't know where to rate')
- Don't recognize ('don't know who this is')
- Rather not answer

Next 

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".

Switching to another topic.

What do you think are the most important problems facing this country?
If you think there are more than one, please briefly tell me one problem now.

{CODE DK FOR DK. CODE RF FOR RF.

PROBE IF THE ANSWER IS ONLY 1 OR TWO WORDS FOR A TOPIC SUCH AS 'EDUCATION' OR
'NUCLEAR POWER' BUT A PROBLEM RELATED TO THE TOPIC IS NOT SPECIFIED: Can you briefly
tell me what is the problem with _____?}

- Do not know the answer
- Rather not answer

Next 

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.

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

Next 

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.

Please turn to page 14 of the booklet.

Which of these do you consider to be the most important? You can just tell me the number of the option you choose.

- A high level of economic growth
- Making sure this country has strong defense forces
- Seeing that people have more say about how things are done at their jobs and in their communities
- Trying to make our cities and countryside more beautiful
- Do not know the answer
- Rather not answer

Next 

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.

Still looking at page 14 of the booklet.

And which would be the next most important? You can just tell me the number of the option you choose.

- A high level of economic growth
- Seeing that people have more say about how things are done at their jobs and in their communities
- Trying to make our cities and countryside more beautiful
- Do not know the answer
- Rather not answer

Next 

New Response Scales

There are several new scales used during the Post-election questionnaire.

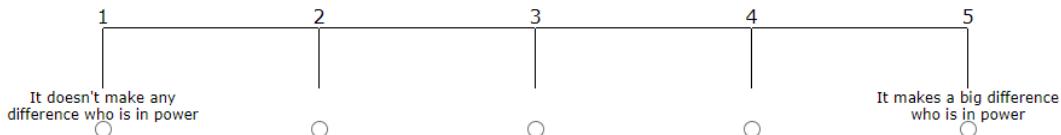
The DIFFPOWER scale ranges from 1 to 5, where “1” means that it doesn’t make any difference who is in power, and “5” means that it makes a big difference who is in power.

Please look at page 18 in the booklet.

Some people say that it doesn't make any difference who is in power. Others say that it makes a big difference who is in power.

Using the scale in the booklet, where ONE means that it doesn't make any difference who is in power and FIVE means that it makes a big difference who is in power, where would you place yourself?

{DO NOT PROBE DON'T KNOW}



- Do not know the answer
- Rather not answer

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.

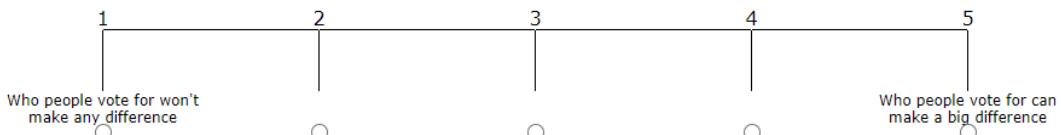
Please turn to page 19 of the booklet.

Some people say that no matter who people vote for, it won't make any difference to what happens.

Others say that who people vote for can make a big difference to what happens.

Using the scale in the booklet, where ONE means that voting won't make any difference to what happens and FIVE means that voting can make a big difference, where would you place yourself?

{DO NOT PROBE DON'T KNOW}



- Do not know the answer
- Rather not answer

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.

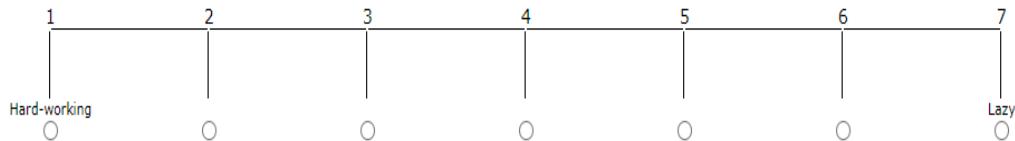
509286 STYPEPO.HWKINT

Please turn to page 26.

Now we have some questions about different groups in our society. I'm going to show you a seven-point scale on which the characteristics of the people in a group can be rated. In the first statement a score of '1' means that you think almost all of the people in that group tend to be 'hard-working.' A score of '7' means that you think most people in the group are 'lazy.' A score of '4' means that you think that most people in the group are not closer to one end or the other, and of course, you may choose any number in between.

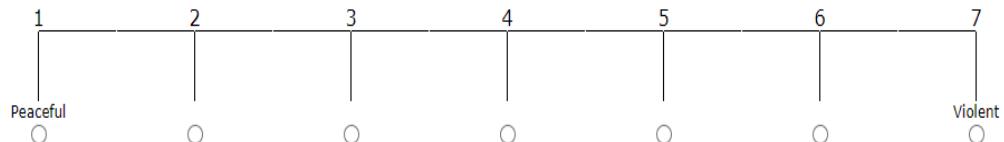
Next

Where would you rate whites in general on this scale?



Next 

Where would you rate whites in general on this scale?



Next 

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.

 American National Election Studies																																															
509286 DISCRIM.USDISCINT1																																															
<p>Please turn to page 28 of the booklet.</p> <p>For each of the following groups, how much discrimination is there in the United States today?</p> <p>READ ALOUD FOR EACH GROUP: How much discrimination is there in the United States today against... A great deal, a lot, a moderate amount, a little, or none at all?</p>																																															
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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.



American National Election Studies

510996 EMPATHY.PERSP_ASK

How often would you say you try to better understand people of other racial or ethnic groups by imagining how things look from their perspective?
Extremely often, very often, somewhat often, not too often, or not at all?

Extremely often
 Very often
 Somewhat often
 Not too often
 Not often at all

We noticed that you did not answer this 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.

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.



American National Election Studies

509286 FINAL.END_

Thank you very much for completing the American National Election Studies. Your answers have been recorded. In two weeks or less you will receive a thank-you check in the mail. 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.

Next 

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.

Others present at time of interview:

{CHECK ALL THAT APPLY}

- No one other than R
- Children under 6
- Older children
- Unknown person
- Other relatives
- Other adults
- Spouse
- Do not know the answer

Next

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.



American National Election Studies

 Home  Español  Log out

Thank you very much. You may close your browser window.

Logout


Stanford
University



 Westat

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.”

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

This research study is sponsored by Stanford University and the University of Michigan. Participation is voluntary and you may decline to answer any questions you do not want to answer. The survey usually takes about an hour. Your answers will be combined with other participants' answers to make a data file that will be shared with other researchers and used for future research. Your individual privacy will be maintained in all published and written data resulting from the study.

If you are not satisfied with how this study is being conducted, or if you have any concerns, complaints, or general questions about the research or your rights as a participant, please contact the Stanford Institutional Review Board (IRB) to speak to someone independent of the research team at 650-723-2480 or email at IRB2-Manager@lists.stanford.edu. You can also write to the Stanford IRB, Stanford University, 1705 El Camino Real, Palo Alto, CA 94306.

Please click Next to continue.

Next

Stanford University NCSU Westat

- Most questions have the answer categories written into the question, so don't also read the list of categories.

How likely is it that you will vote in the general election this November? Not likely at all, slightly likely, moderately likely, very likely, or extremely likely?

- Not likely at all
- Slightly likely
- Moderately likely
- Very likely
- Extremely likely

Next 

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

Four years ago, in 2016, Hillary Clinton ran on the Democratic ticket against Donald Trump for the Republicans. Do you remember for sure whether or not you voted in that election?

- Yes, voted
- No, didn't vote

Next 

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

Which one did you vote for?

- Hillary Clinton
- Donald Trump
- Other, please specify

Next 

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

There has been some discussion about abortion during recent years. Which one of the opinions on this page best agrees with your view?

- By law, abortion should never be permitted.
- The law should permit abortion only in case of rape, incest, or when the woman's life is in danger.
- The law should permit abortion for reasons other than rape, incest, or danger to the woman's life, but only after the need for the abortion has been clearly established.
- By law, a woman should always be able to obtain an abortion as a matter of personal choice.
- Other, please specify

Next 

- 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.

Next 

- 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

Next 

- 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.



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 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 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.

What is that?

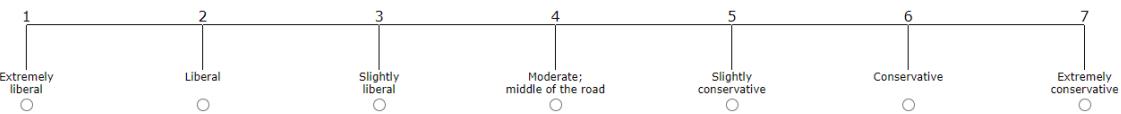
Next 

- Scale questions will need some rewording to make work for phone. Rework 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.

We hear a lot of talk these days about liberals and conservatives. Here is a seven-point scale on which the political views that people might hold are arranged from extremely liberal to extremely conservative.

Where would you place yourself on this scale, or haven't you thought much about this?

Click the button below the graphic to make your choice.



Haven't thought much about this

Next 

- Drop down menu questions – click on the arrow for menu, select one or all that apply:

**Families of Hispanic or Latino background in the United States come from many different places.
Which Spanish-speaking or Latin American country or territory does most of your family come from?**

(Mark all that apply)

Ecuador-Nicaragua
<input type="checkbox"/> Argentina
<input type="checkbox"/> Bolivia
<input type="checkbox"/> Brazil
<input type="checkbox"/> Chile
<input type="checkbox"/> Colombia
<input type="checkbox"/> Costa Rica
<input type="checkbox"/> Cuba
<input type="checkbox"/> Dominican Republic
<input checked="" type="checkbox"/> Ecuador
<input type="checkbox"/> El Salvador
<input type="checkbox"/> Guatemala
<input type="checkbox"/> Honduras
<input type="checkbox"/> Mexico
<input checked="" type="checkbox"/> Nicaragua
<input type="checkbox"/> Panama
<input type="checkbox"/> Paraguay
<input type="checkbox"/> Peru
<input type="checkbox"/> Puerto Rico
<input type="checkbox"/> Spain
<input type="checkbox"/> Uruguay
<input type="checkbox"/> Venezuela
<input type="checkbox"/> U. S. A.
<input type="checkbox"/> OTHER, please specify

- 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



Version 2.4

APPENDIX B: CERTIFICATE OF RECOGNITION

CERTIFICATE

OF RECOGNITION

2020

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Mark Gibson

FOR OUTSTANDING PERFORMANCE
ON THE 2020 AMERICAN NATIONAL ELECTION STUDIES



MICHELLE AMSBARY
PROJECT DIRECTOR

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.

Letters

Advance letter 3-1 (English)



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

{DATE}

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

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

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



1600 Research Blvd
Rockville, MD 20850-3129

EN3-FE



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

{DATE}

La 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,

Ted Brader
Profesor
Universidad de Michigan

Shanto Iyengar
Profesor
Universidad de Stanford



1600 Research Blvd
Rockville, MD 20850-3129

SP3-FE

Advance letter 2-2 (English)



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}

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



1600 Research Blvd
Rockville, MD 20850-3129

EN2-W



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

{DATE}

La 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,

Ted Brader
Profesor
Universidad de Michigan

Shanto Iyengar
Profesor
Universidad de Stanford



1600 Research Blvd
Rockville, MD 20850-3129

SP3-FE

Invitation letter 3-2 (English)

American National Election Studies
1600 Research Blvd, RC-B16
Rockville, MD 20850-3129



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

| 0123456

{DATE}

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

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 1-855-597-0067 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

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

EN3BC-5A

Invitation letter 3-2 (Spanish)

American National Election Studies
1600 Research Blvd, RC-B16
Rockville, MD 20850-3129



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

| 0123456

{DATE}

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 llamarnos a la línea directa y gratuita al 1-855-597-0067 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}

Muchas gracias. Agradecemos su colaboración.

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

SP3A-SA

Invitation letter 2-4 (English)

American National Election Studies
1600 Research Blvd, RC-B16
Rockville, MD 20850-3129



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

|————— 0123456
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

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

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

ENZ-W

Invitation letter 2-4 (Spanish)

American National Election Studies
1600 Research Blvd, RC-B16
Rockville, MD 20850-3129



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

| 0123456
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

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,

Dr. Roger Tourangeau
Investigador principal



1600 Research Blvd
Rockville, MD 20850-3129

SP2-W

Nonresponse letter 3A-6 (English)



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.

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,



Dr. Roger Tourangeau
Senior Investigator



1600 Research Blvd
Rockville, MD 20850-3129

EN3A-H-NRL



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

{DATE}

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

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

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,

Dr. Roger Tourangeau
Investigador principal



1600 Research Blvd
Rockville, MD 20850-3129

SP3A-H-NRL

Invitation letter 3A-8 (English)



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}

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 \${TOTALINCENTIVE}. 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

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

EN3A-P-INV



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}:

¡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 pagará {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 parece 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 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.

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,

Dr. Roger Tourangeau
Investigador principal



1600 Research Blvd
Rockville, MD 20850-3129

SP3A-P-INV

Nonresponse letter 3A-13 (English)



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}

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

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN3A-P-NRL

Nonresponse letter 3A-13 (Spanish)



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}:

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.

Quisiéramos 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 esta 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 este número de identificación {PIN}

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

SP3A-P-NRL

Nonresponse letter 3B-6 (English)



American National Election Studies

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,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN3B-H-4

Nonresponse letter 3B-6 (Spanish)



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

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

{DATE}

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

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,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

SP3B-H-4



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}:

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

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

EN3B-H-6



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

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

{DATE}

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

La encuesta por Internet para los Estudios Nacionales de Elecciones Estadounidenses ha finalizado, pero usted todavía puede participar por teléfono y recibir {ESCALATEDINCENTIVE} 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 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 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 {ESCALATEDINCENTIVE} dólares — terminan el 2 de noviembre.

Atentamente,

Dr. Roger Tourangeau
Investigador principal



Westat

1600 Research Blvd
Rockville, MD 20850-3120

SP3B-H-6

Invitation letter 3B-12 (English)



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}

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 \${TOTALINCENTIVE}. 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.

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

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN3B-P-1

Invitation letter 3B-12 (Spanish)



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}:

¡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.

Recientemente 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 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 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 llamarnos a la línea directa y gratuita al 1-855-597-0067 si tiene otras preguntas.

Muchas gracias. Agradecemos su colaboración.

Atentamente,

Dr. Roger Tourangeau
Senior Investigator



1600 Research Blvd
Rockville, MD 20850-3129

SP3B-P-1



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}

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,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN3B-P-4

Nonresponse letter 3B-16 (Spanish)



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}:

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,

Dr. Roger Tourangeau
Investigador principal



1600 Research Blvd
Rockville, MD 20850-3129

SP3B-P-4

Push to phone letter 3B-18 (English)



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}

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,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

EN3B-P-6



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}:

La encuesta por Internet para los Estudios Nacionales de Elecciones Estadounidenses ha finalizado, pero usted todavía puede participar por teléfono y recibir {ESCALATEDINCENTIVE} 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 {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 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 {ESCALATEDINCENTIVE} dólares — terminan el 2 de noviembre.

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

SP3B-P-6

Push to video letter 3C-31 (English)



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}

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,

Dr. Matthew DeBell
Senior Research Scholar
Stanford University

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

EN3C-31

Push to video letter 3C-31 (Spanish)



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}

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,

Dr. Matthew DeBell
Senior Research Scholar
Stanford University



1600 Research Blvd
Rockville, MD 20850-3129

EN3C-31



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}

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,

Dr. Matthew DeBell
Senior Research Scholar
Stanford University



1800 Research Blvd
Rockville, MD 20850-3129

EN3C-L



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}:

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 dejó 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



1600 Research Blvd
Rockville, MD 20850-3129

SP3C-L

Invitation letter 2-7 (English)



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}

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

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

ENZ-INV2



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

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

{DATE}

Estimado(a) {FIRSTNAME} {LASTNAME}:

Usted participó en nuestro estudio en el 2016 y con su ayuda fue un gran éxito.

El mes pasado le envié 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 lo que piensan 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 entrevistarla 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 le enviamos 10 dólares en efectivo, y cuando conteste la encuesta le enviaremos 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



Westat

1800 Research Blvd
Rockville, MD 20850-3129

SP2-INV2

Invitation letter 2-8 (English)

American National Election Studies
1600 Research Blvd, RC-B16
Rockville, MD 20850-3129



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

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

{DATE}

Dear {FIRSTNAME} {LASTNAME},

Welcome back to the American National Election Studies!

Recently we sent you an e-mail inviting you to participate once again in this important study being done for Stanford University and the University of Michigan.

If you already did the survey, thank you very much! Your check for \$40 should arrive in a week or so. If you haven't done the survey yet, we hope now is a good time.

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.

We will give you \$50 to thank you for your time. I am enclosing \$10 cash with this letter, and when you finish the study we will send another \$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.

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 appreciate your help.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

EN2-INVEM

Invitation letter 2-8 (Spanish)

American National Election Studies
1600 Research Blvd, RC-B16
Rockville, MD 20850-3129



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

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

{DATE}

Estimado(a) {FIRSTNAME} {LASTNAME},

¡Bienvenido nuevamente a los Estudios Nacionales de Elecciones Estadounidenses!

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 llegará 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 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, 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. Agradecemos su colaboración.

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

SP2-INVEM



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}

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,

Dr. Roger Tourangeau
Senior Investigator



1800 Research Blvd
Rockville, MD 20850-3129

EN2-NRLEM



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,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

SP2-NRLEM

Payment letter for pre-election 33 (English)



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}

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,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

ES3B-PRE

Payment letter for pre-election 33 (Spanish)



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}:

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,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129



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

|||||| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

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

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN36A



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

||||| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

noviembre 2020

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,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

SP36A

Post invitation letter 36 (English, video)



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

||||| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

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,

Dr. Roger Tourangeau
Senior Investigator



1600 Research Blvd
Rockville, MD 20850-3129

EN36B



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

| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

noviembre 2020

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,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1600 Research Blvd
Rockville, MD 20850-3129

SP36B

Post invitation letter 36 (English, phone)

**No phone interviews were completed in Spanish, so only an English version was produced.*



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

||||| {123456} {seq num} {mail num}
[FIRSTNAME] {LASTNAME}
[ADDR1] {ADDR2}
{CITY}, {ST} {ZIP}

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, go to anes.stanford.edu and enter the ID {PIN}. Our interviewers are available from {HOURS}.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN36C



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

|||||| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

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,

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN38



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

|*****| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

Estimado(a) {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 quisiéramos 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.

Para comenzar, {vaya a anes.stanford.edu y anote la identificación {PIN} / vaya a anes.stanford.edu y anote la identificación {PIN}}. Nuestros entrevistadores están disponibles de {HOURS}. / llame al 1-855-996-1325 y dele al entrevistador la identificación {PIN}. Nuestros entrevistadores están disponibles de {HOURS}.}

Si tiene alguna pregunta o necesita ayuda, con gusto nos puede llamar al 1-855-597-0067.

Atentamente,

Dr. Roger Tourangeau
Investigador principal

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

SP38

Alternate address letter 40 (English)

* No Spanish cases were eligible for this letter, so only the English version was used.



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

||||| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

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,

A handwritten signature in black ink, appearing to read "Roger Tourangeau".

Dr. Roger Tourangeau
Senior Investigator

Stanford
University



Westat

1800 Research Blvd
Rockville, MD 20850-3129

EN40

Payment letter for post-election 41 (English)



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

|*****| {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

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



1600 Research Blvd
Rockville, MD 20850-3120

EN41

Payment letter for post-election 41 (Spanish)



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

Barcode: {123456} {seq num} {mail num}
{FIRSTNAME} {LASTNAME}
{ADDR1} {ADDR2}
{CITY}, {ST} {ZIP}

{DATE}

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,

Dr. Roger Tourangeau
Investigador principal



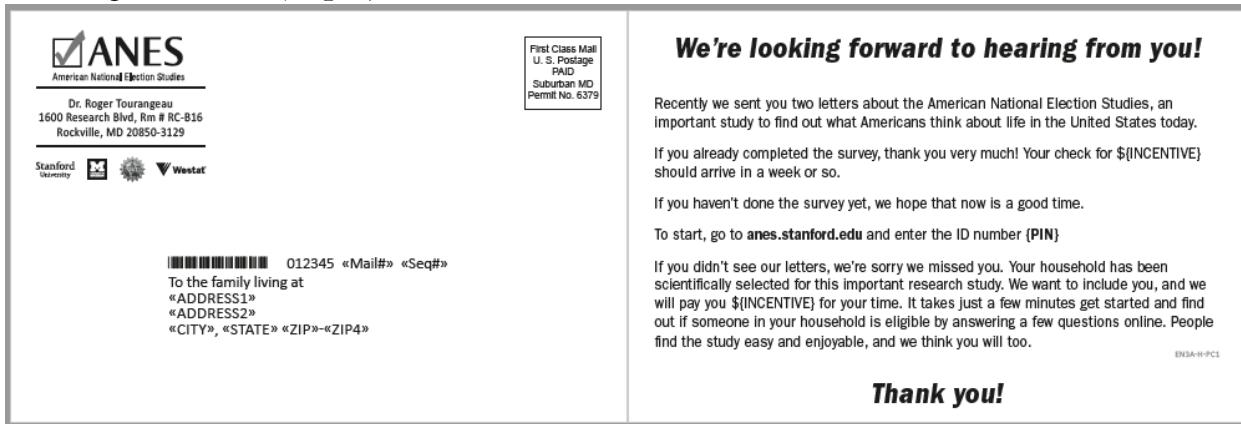
Westat

1800 Research Blvd
Rockville, MD 20850-3129

SP41

Postcards

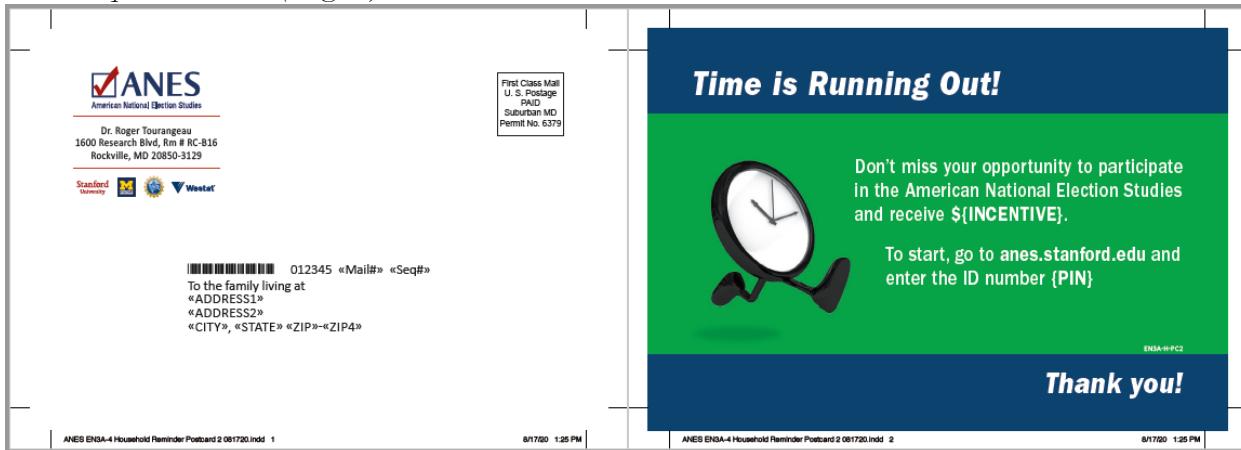
Reminder postcard 3A-3 (English)



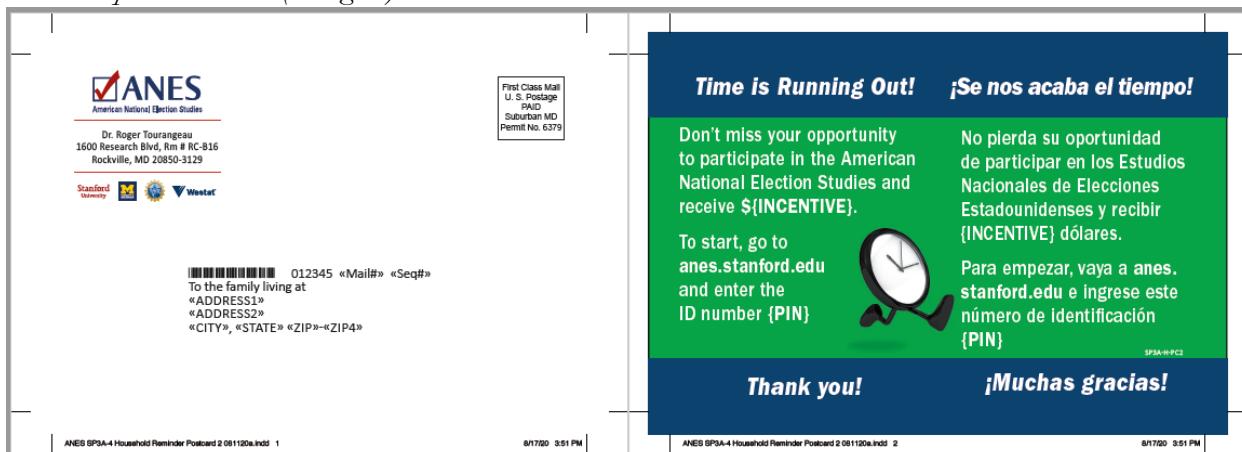
Reminder postcard 3A-3 (Bilingual)



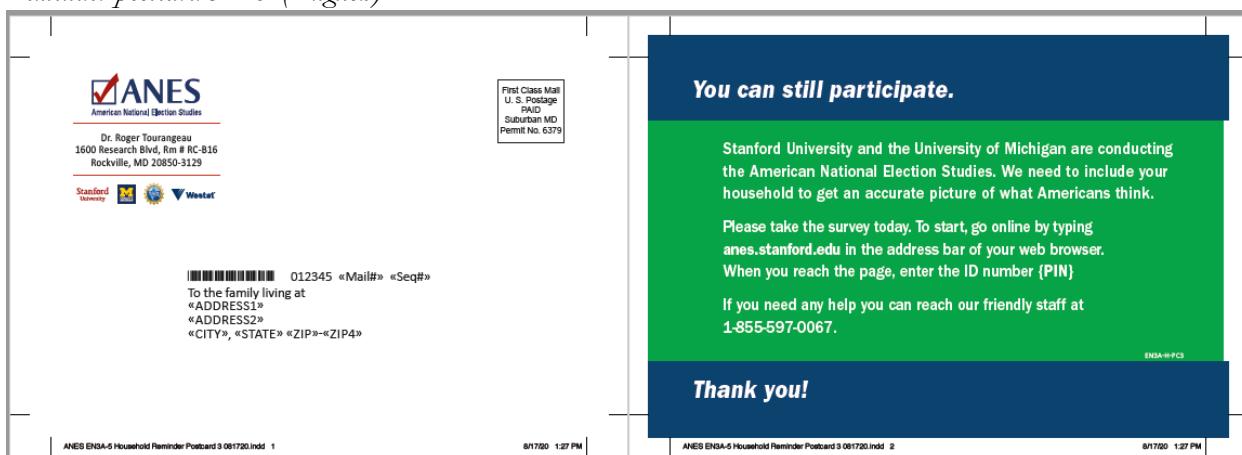
Reminder postcard 3A-4 (English)



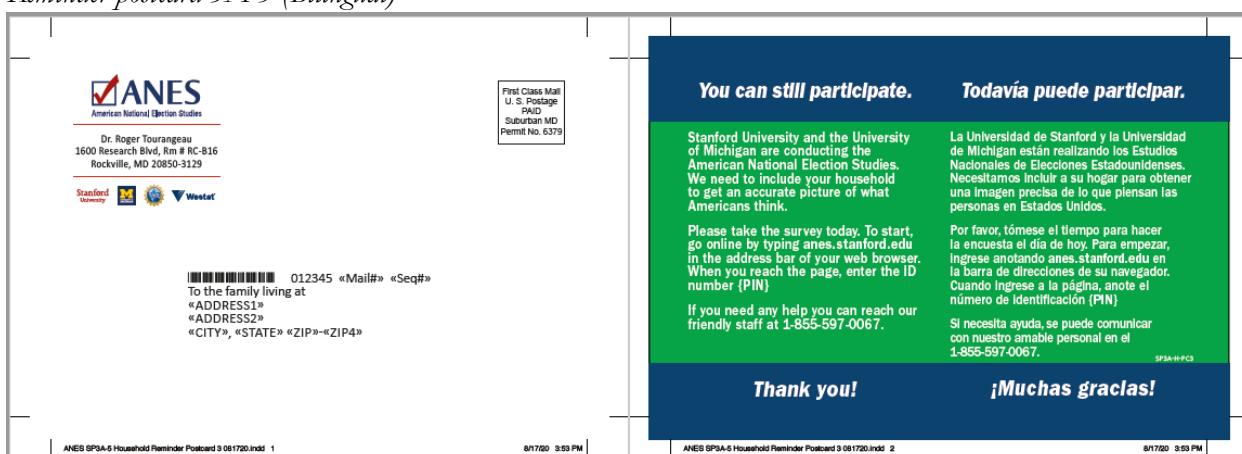
Reminder postcard 3A-4 (Bilingual)



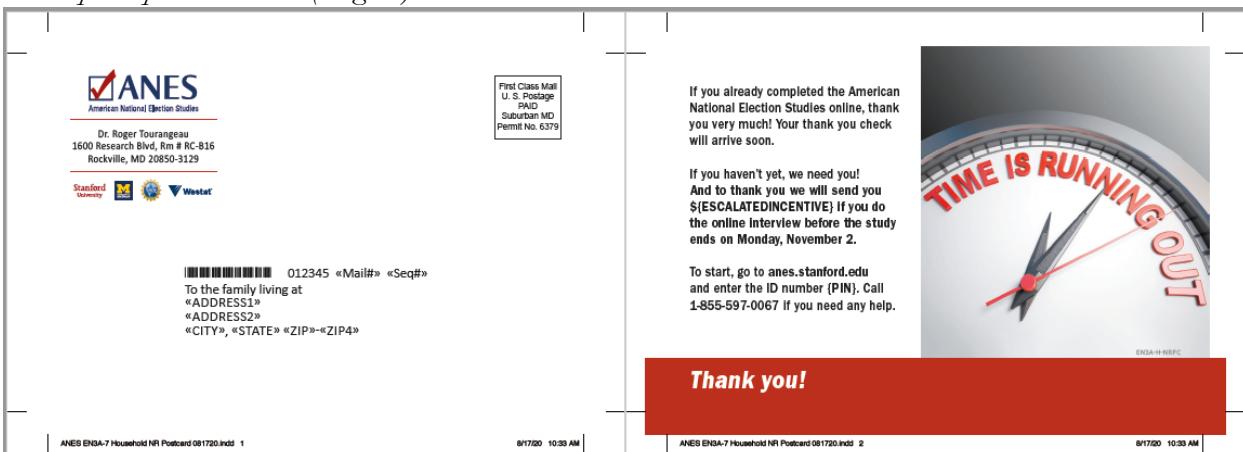
Reminder postcard 3A-5 (English)



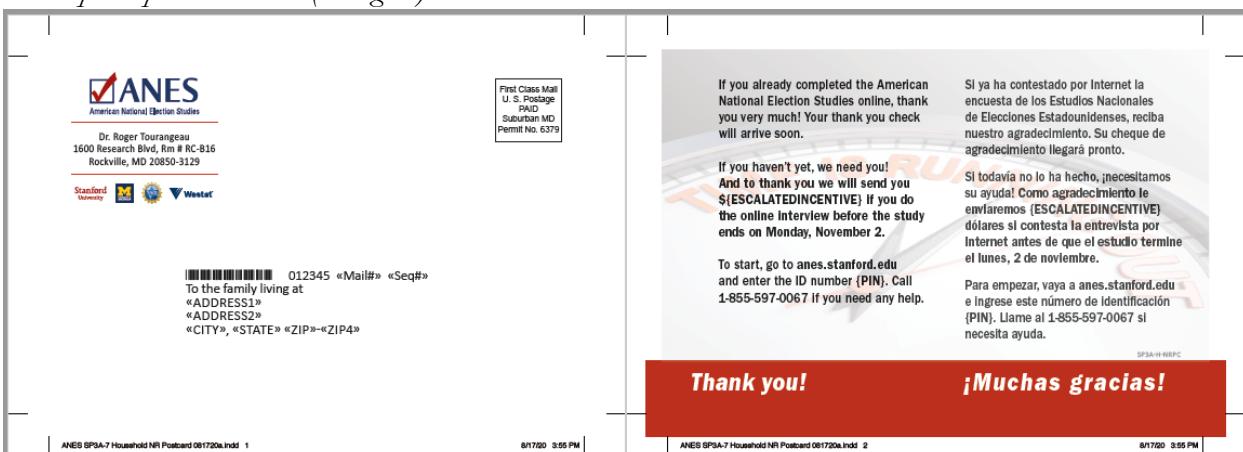
Reminder postcard 3A-5 (Bilingual)



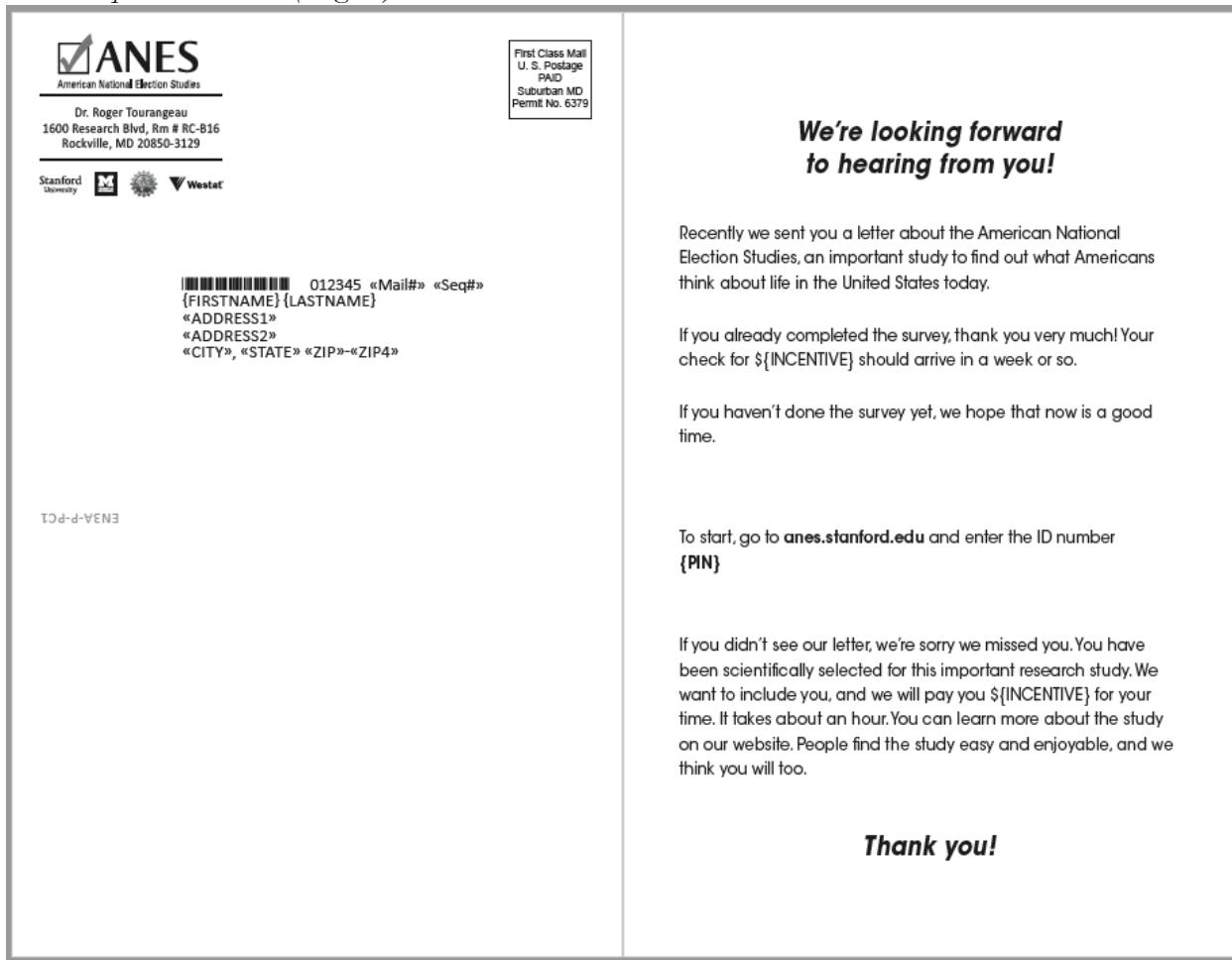
Nonresponse postcard 3A-7 (English)



Nonresponse postcard 3A-7 (Bilingual)



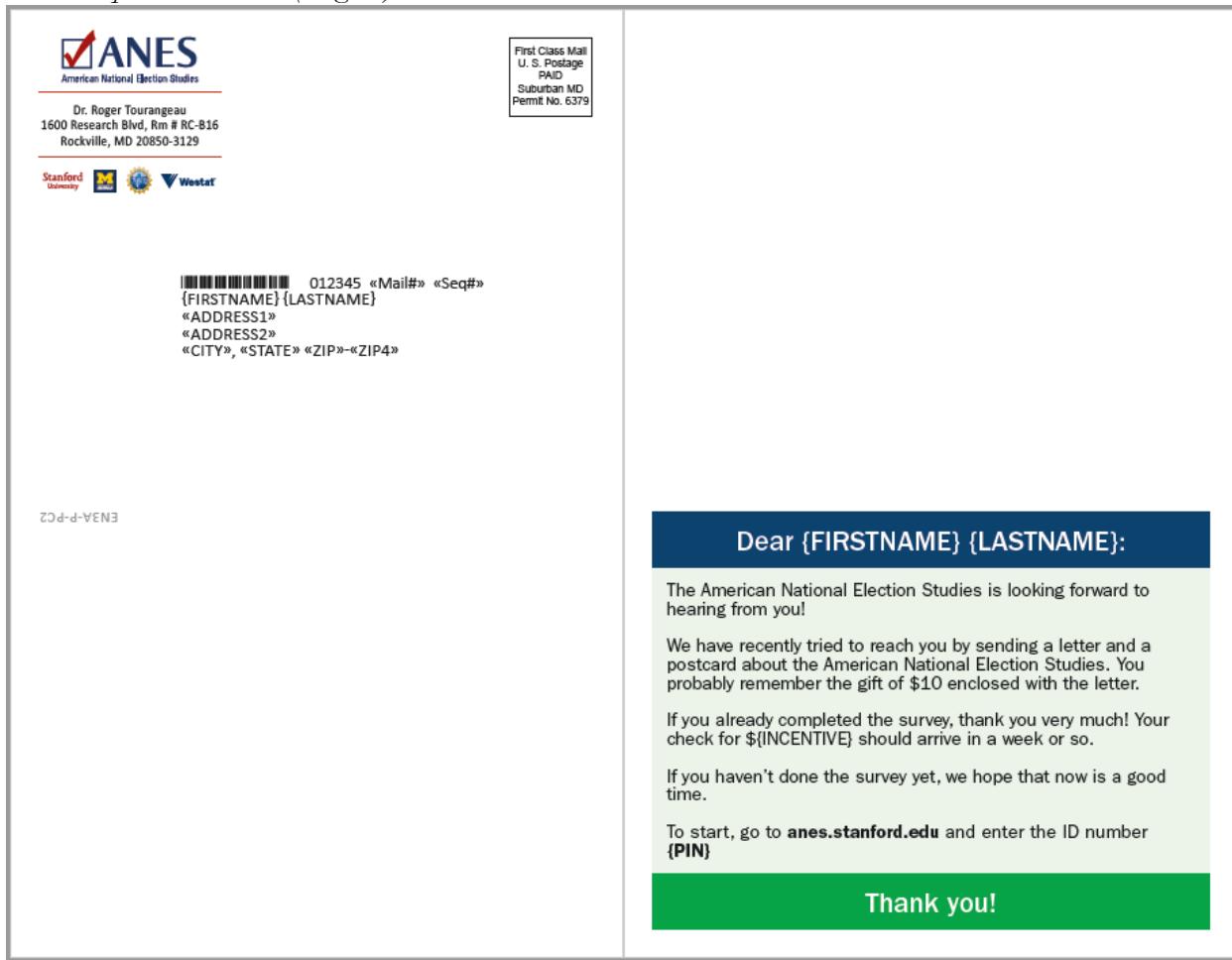
Reminder postcard 3A-11 (English)



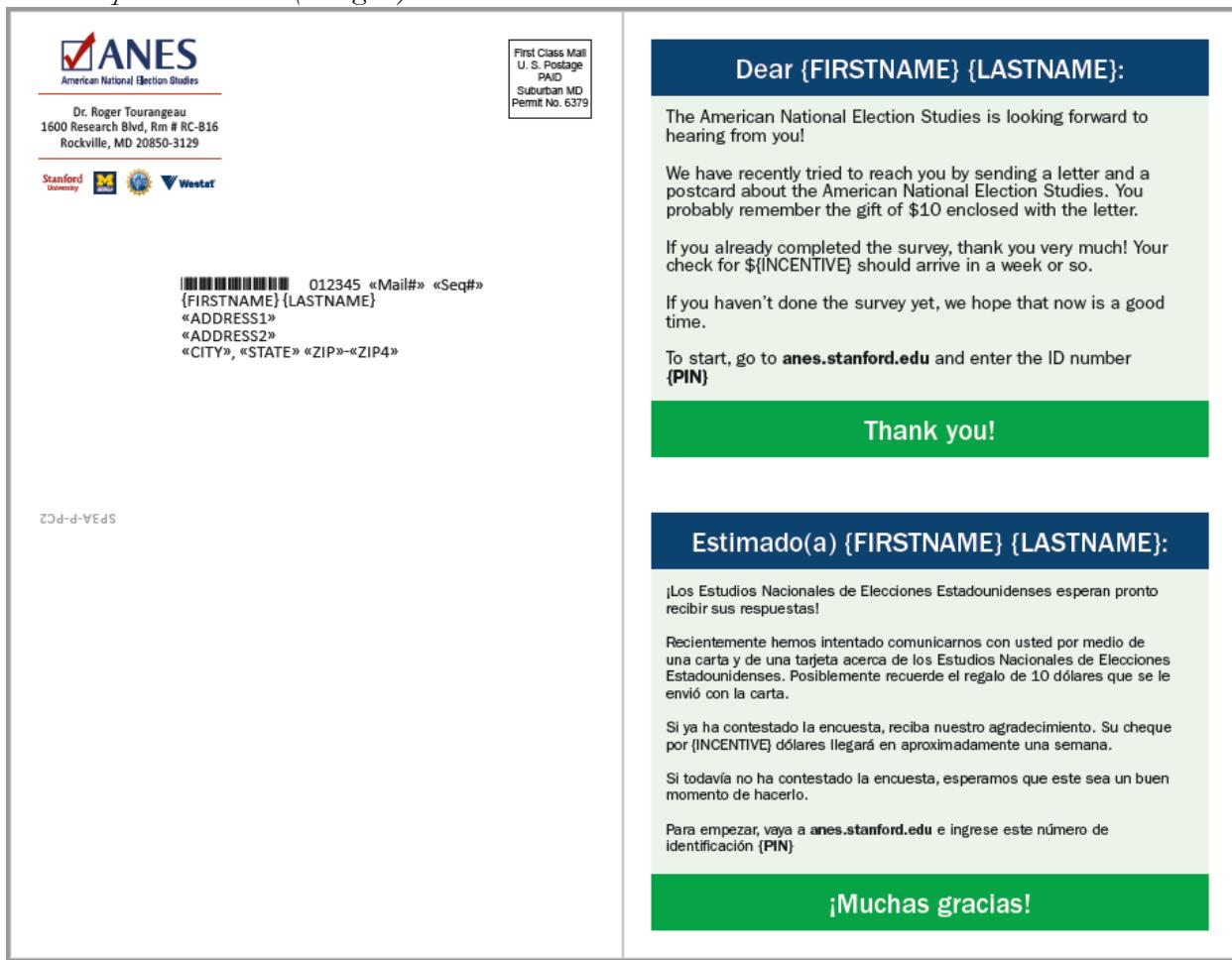
Reminder postcard 3A-11 (Bilingual)

<p>ANES American National Election Studies</p> <p>Dr. Roger Tourangeau 1600 Research Blvd, Rm # RC-816 Rockville, MD 20850-3129</p> <p>Stanford University  Westat </p> <p>012345 «Mail#» «Seq#» {FIRSTNAME} {LASTNAME} «ADDRESS1» «ADDRESS2» «CITY», «STATE» «ZIP»-«ZIP4»</p>	<p>First Class Mail U. S. Postage PAID Suburban MD Permit No. 6379</p> <p>We're looking forward to hearing from you!</p> <p>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.</p> <p>If you already completed the survey, thank you very much! Your check for \$[INCENTIVE] should arrive in a week or so.</p> <p>If you haven't done the survey yet, we hope that now is a good time.</p> <p>To start, go to anes.stanford.edu and enter the ID number {PIN}</p> <p>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.</p> <p>Thank you!</p> <p><i>¡Esperamos recibir pronto sus respuestas!</i></p> <p>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.</p> <p>Si ya ha contestado la encuesta, reciba nuestro agradecimiento. Su cheque por [INCENTIVE] dólares llegará en aproximadamente una semana.</p> <p>Si todavía no ha contestado la encuesta, esperamos que este sea un buen momento de hacerlo.</p> <p>Para empezar, vaya a anes.stanford.edu e ingrese este número de identificación {PIN}</p> <p>Lamentamos que no haya visto nuestra correspondencia. Mediante un método científico, se le ha seleccionado para este importante estudio de investigación. Queremos incluirlo y le pagaremos [INCENTIVE] dólares por su tiempo. Toma aproximadamente una hora. Puede encontrar más información acerca del estudio en nuestra página web. A las personas el estudio les parece fácil y agradable y creemos que a usted también le parecerá lo mismo.</p> <p><i>Muchas gracias!</i></p>
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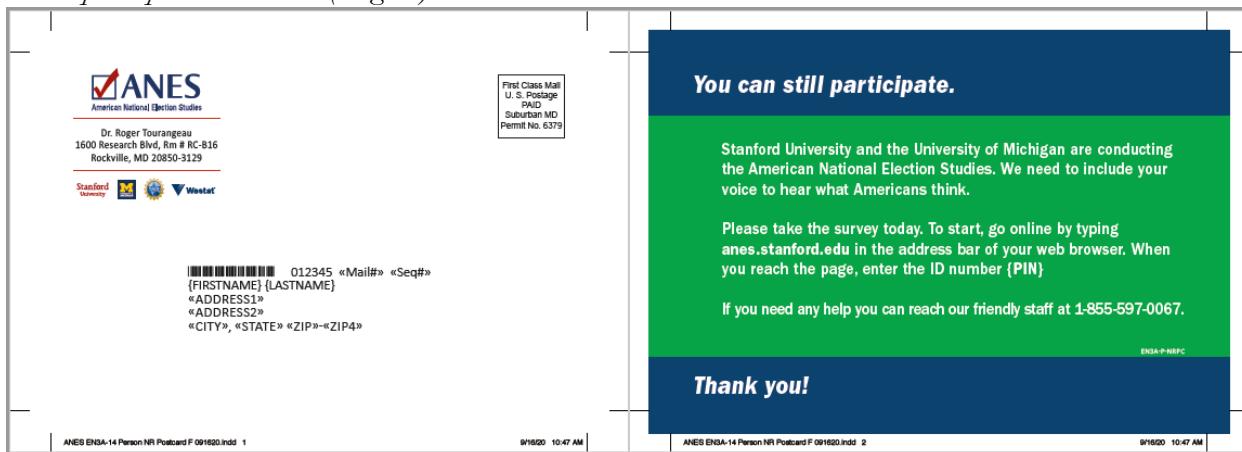
Reminder postcard 3A-12 (English)



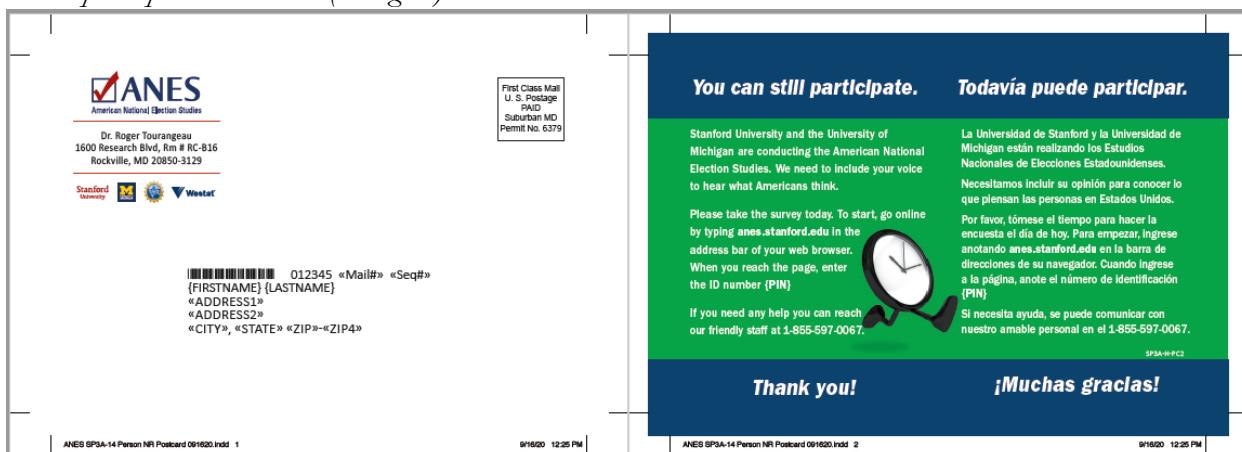
Reminder postcard 3A-12 (Bilingual)



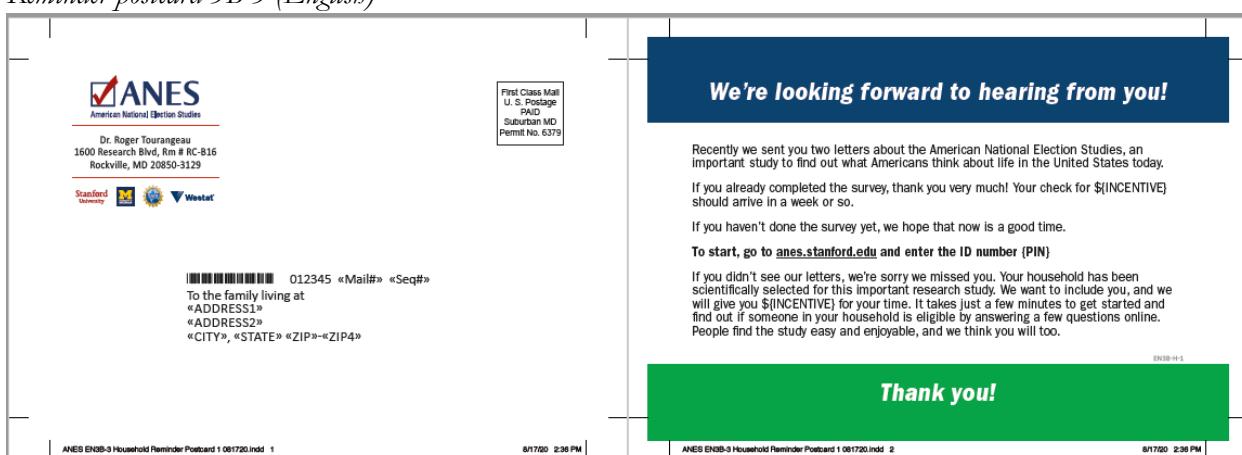
Nonresponse postcard 3A-14 (English)



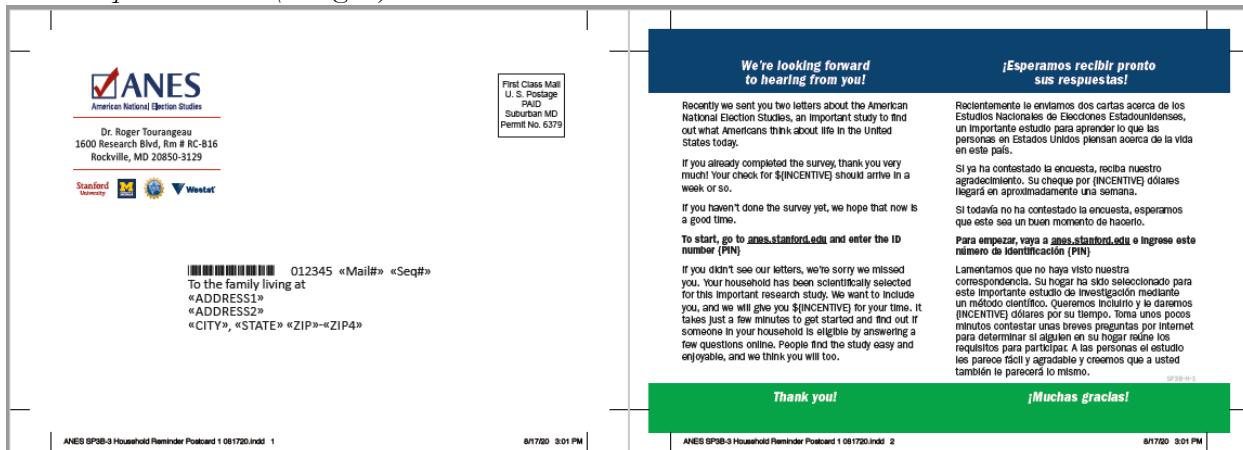
Nonresponse postcard 3A-14 (Bilingual)



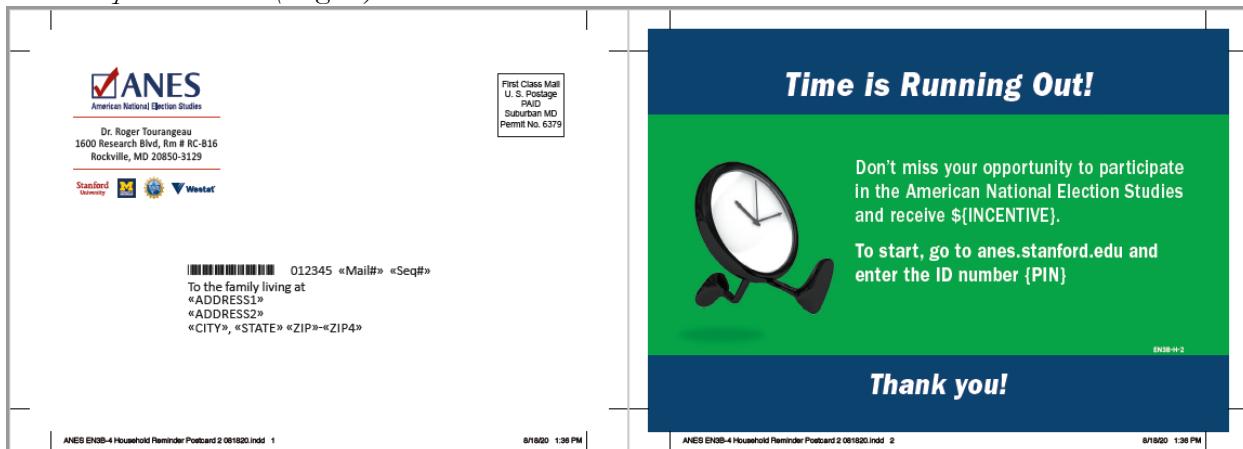
Reminder postcard 3B-3 (English)



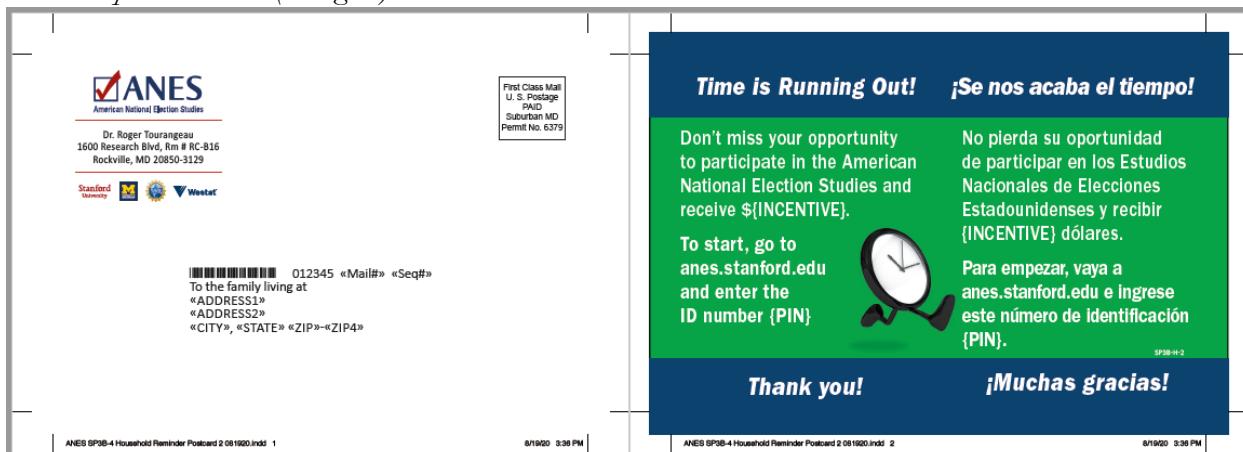
Reminder postcard 3B-3 (Bilingual)



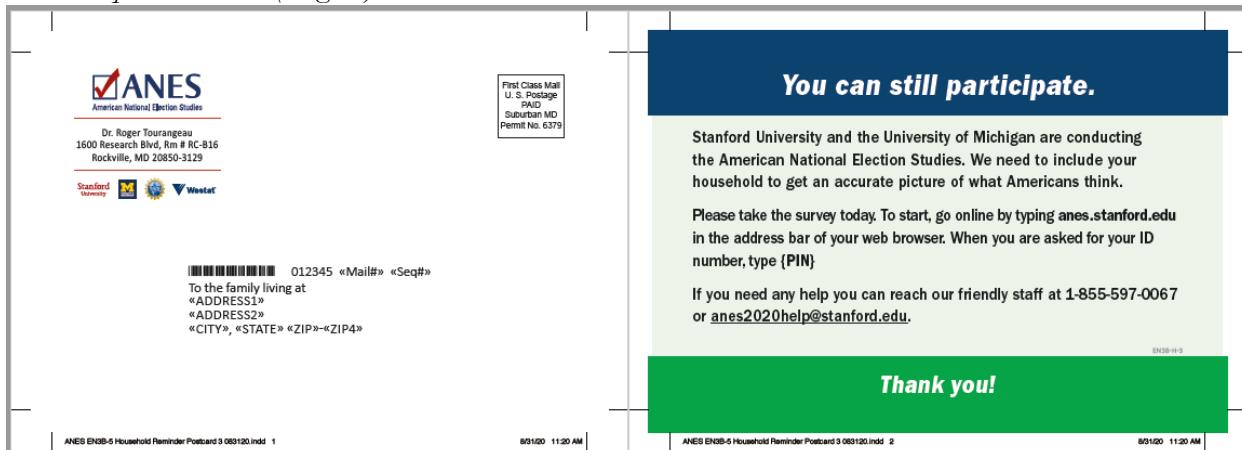
Reminder postcard 3B-4 (English)



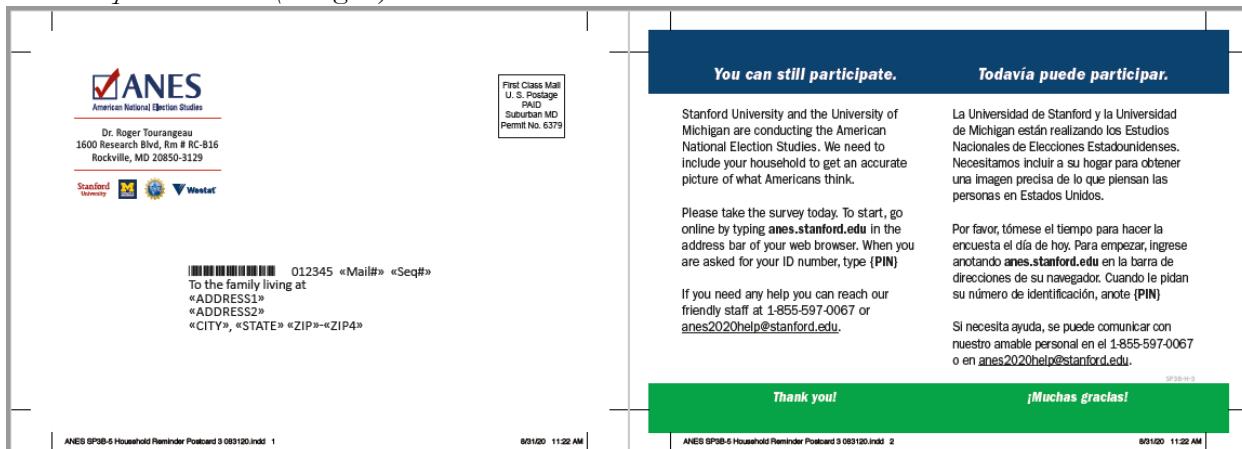
Reminder postcard 3B-4 (Bilingual)



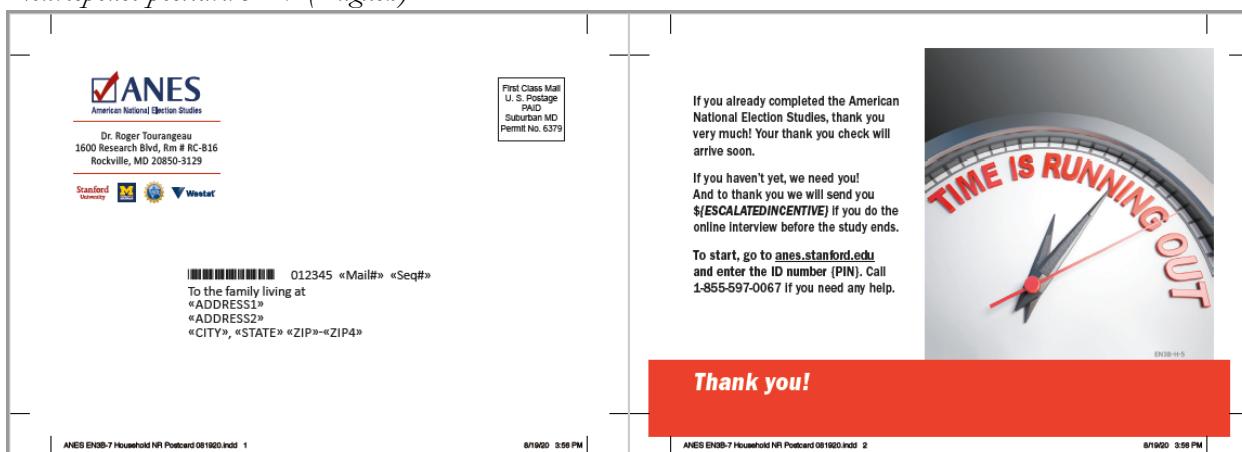
Reminder postcard 3B-5 (English)



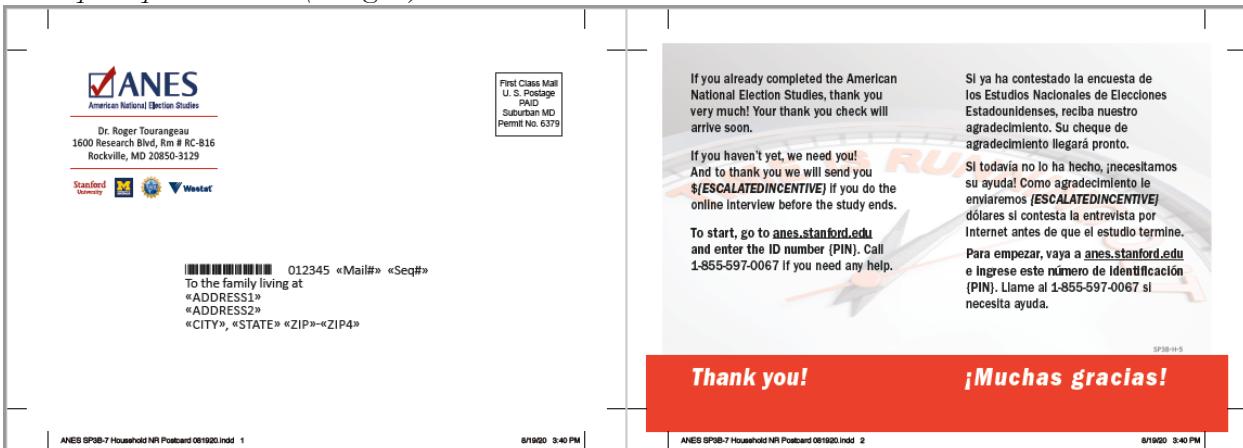
Reminder postcard 3B-5 (Bilingual)



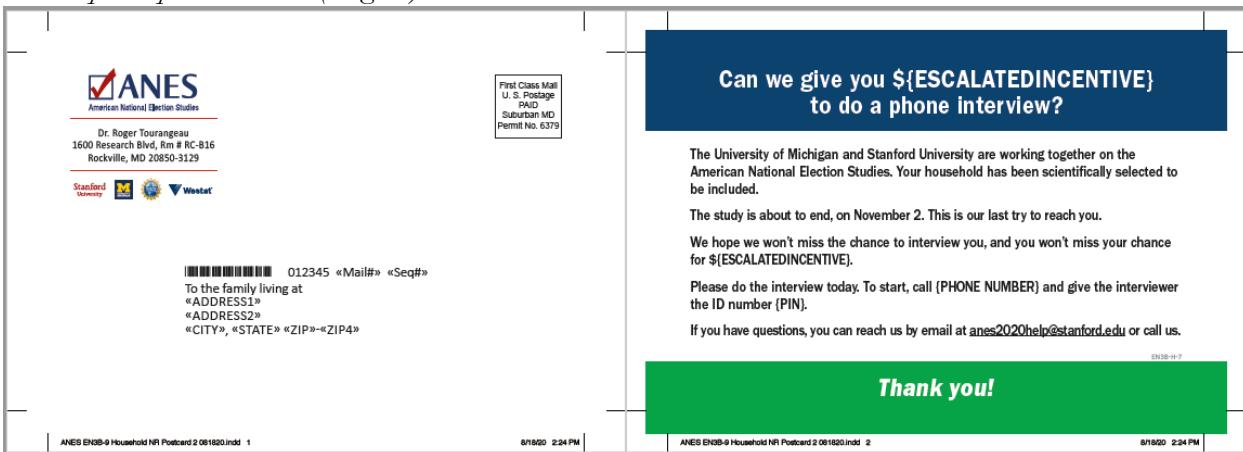
Nonresponse postcard 3B-7 (English)



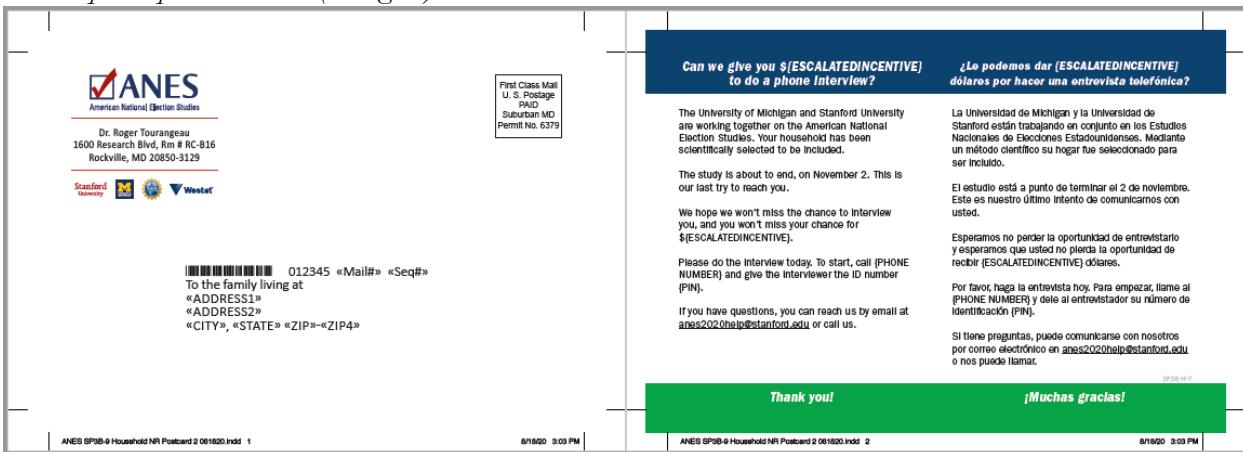
Nonresponse postcard 3B-7 (Bilingual)



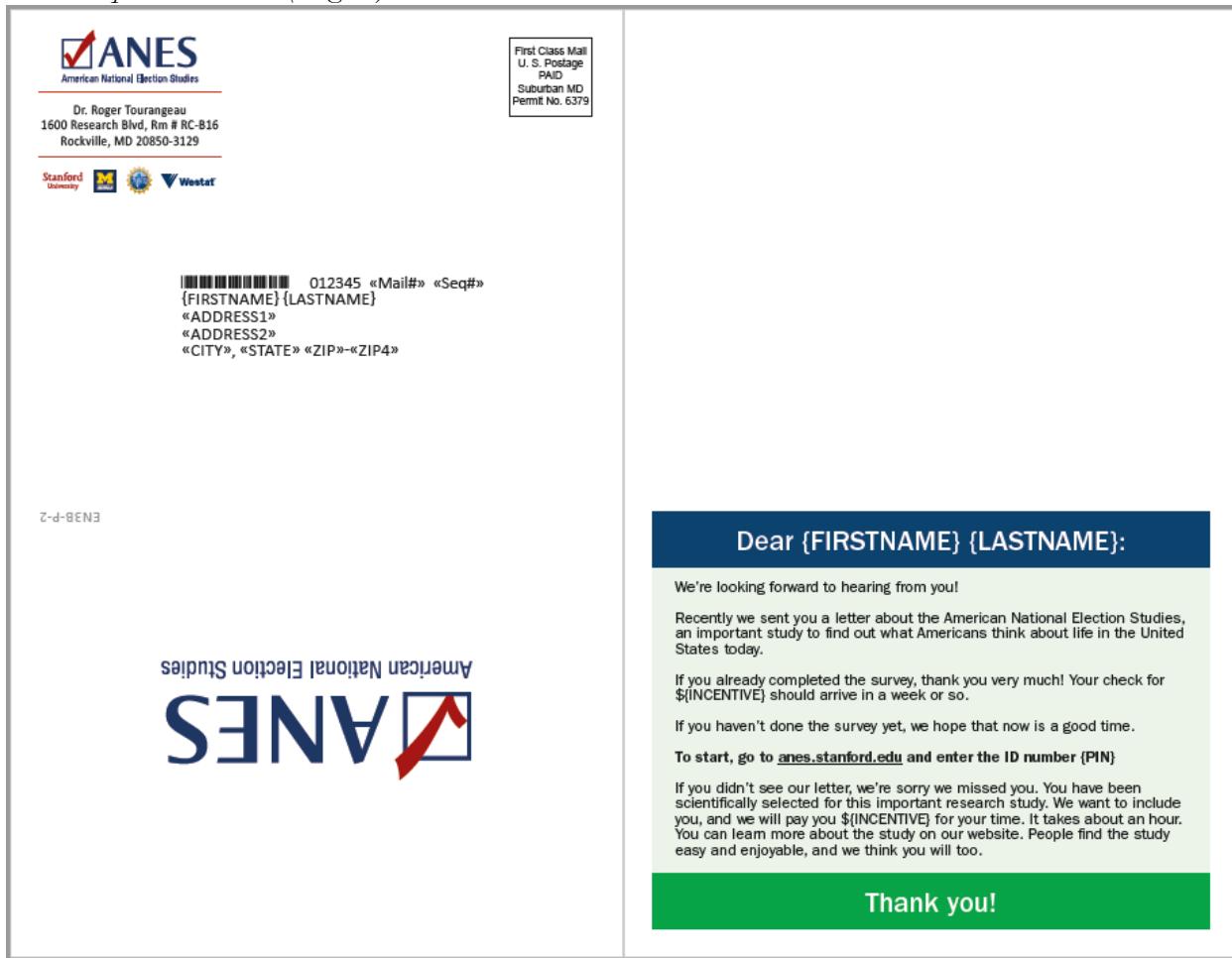
Push to phone postcard 3B-9 (English)



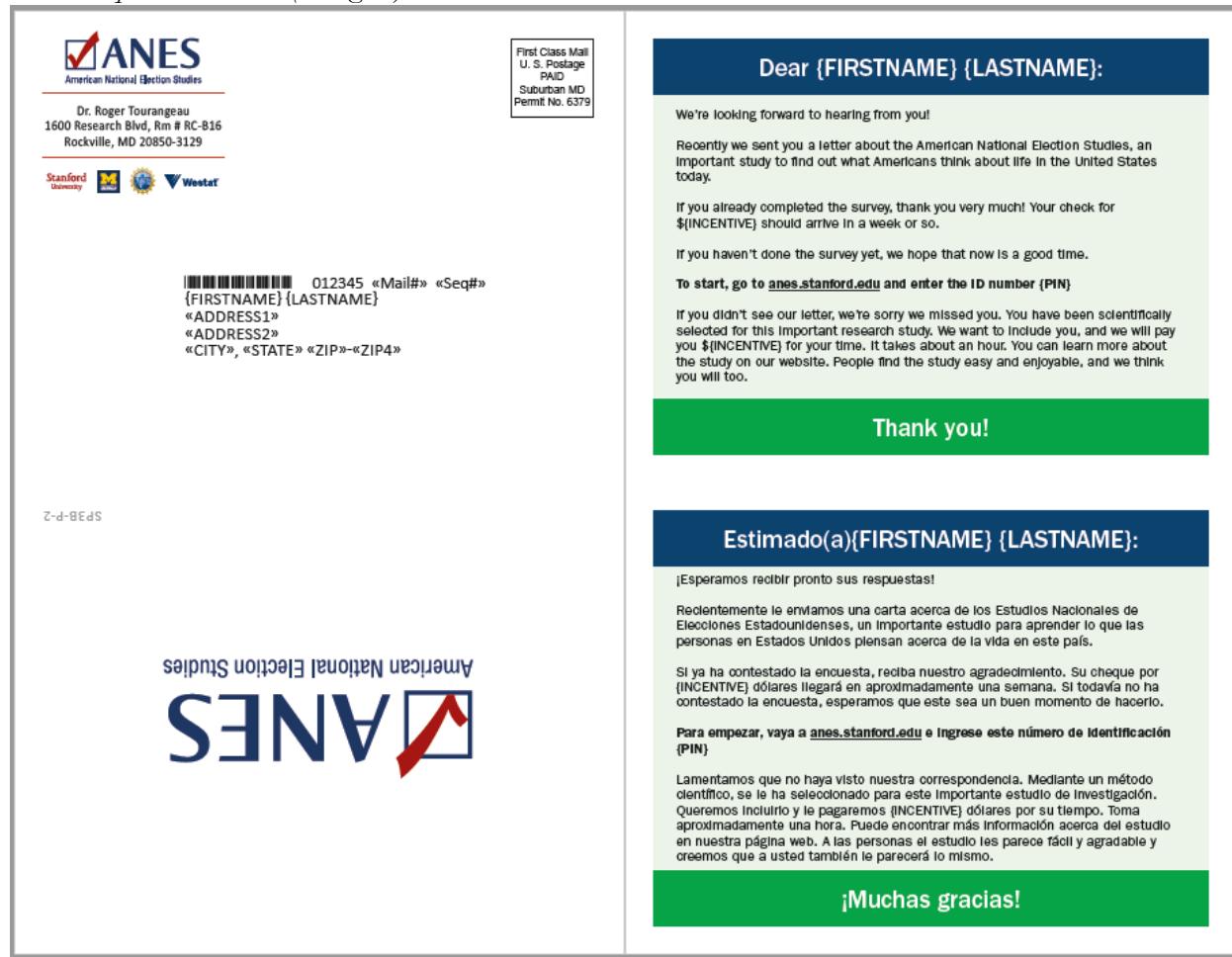
Push to phone postcard 3B-9 (Bilingual)



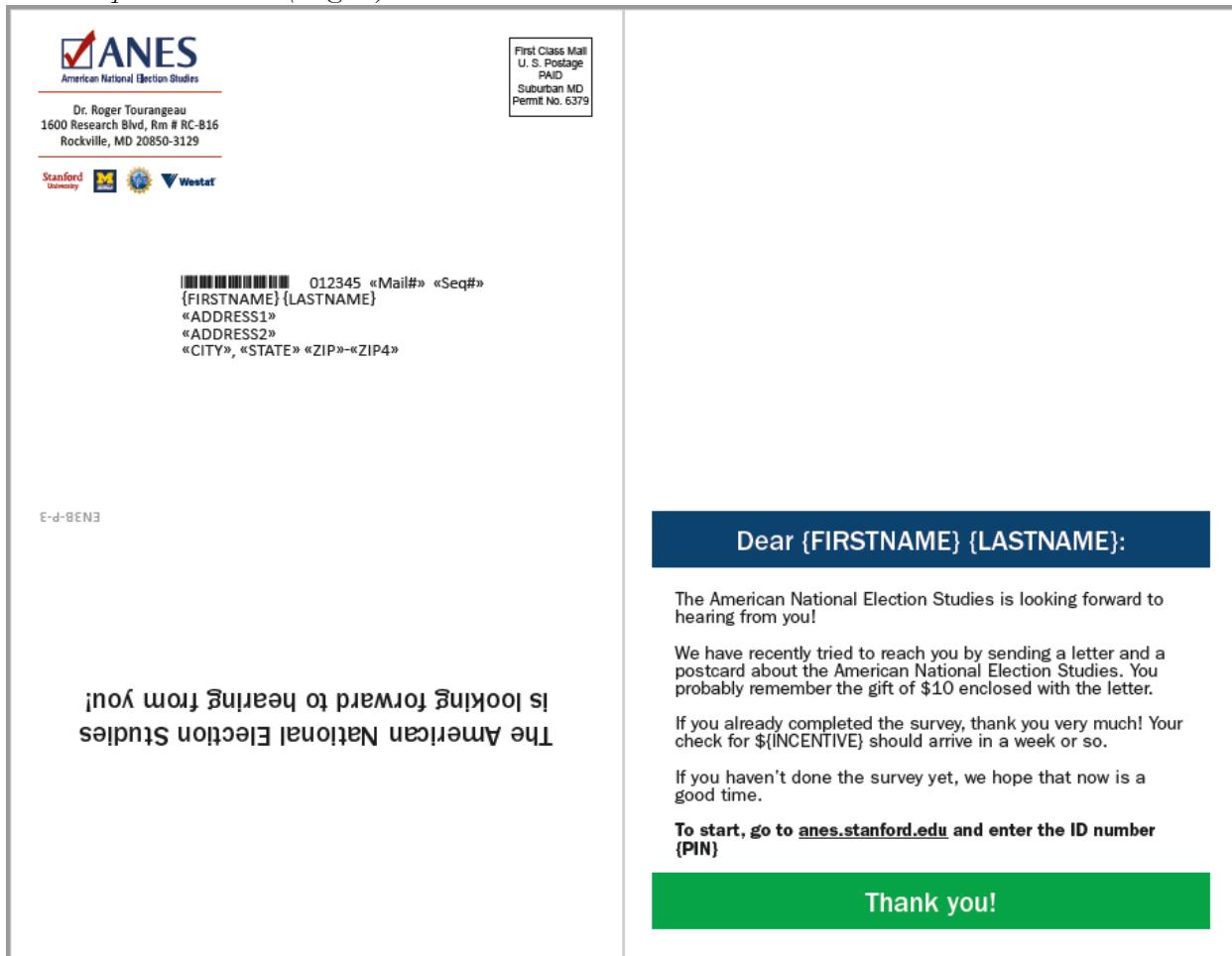
Reminder postcard 3B-13 (English)



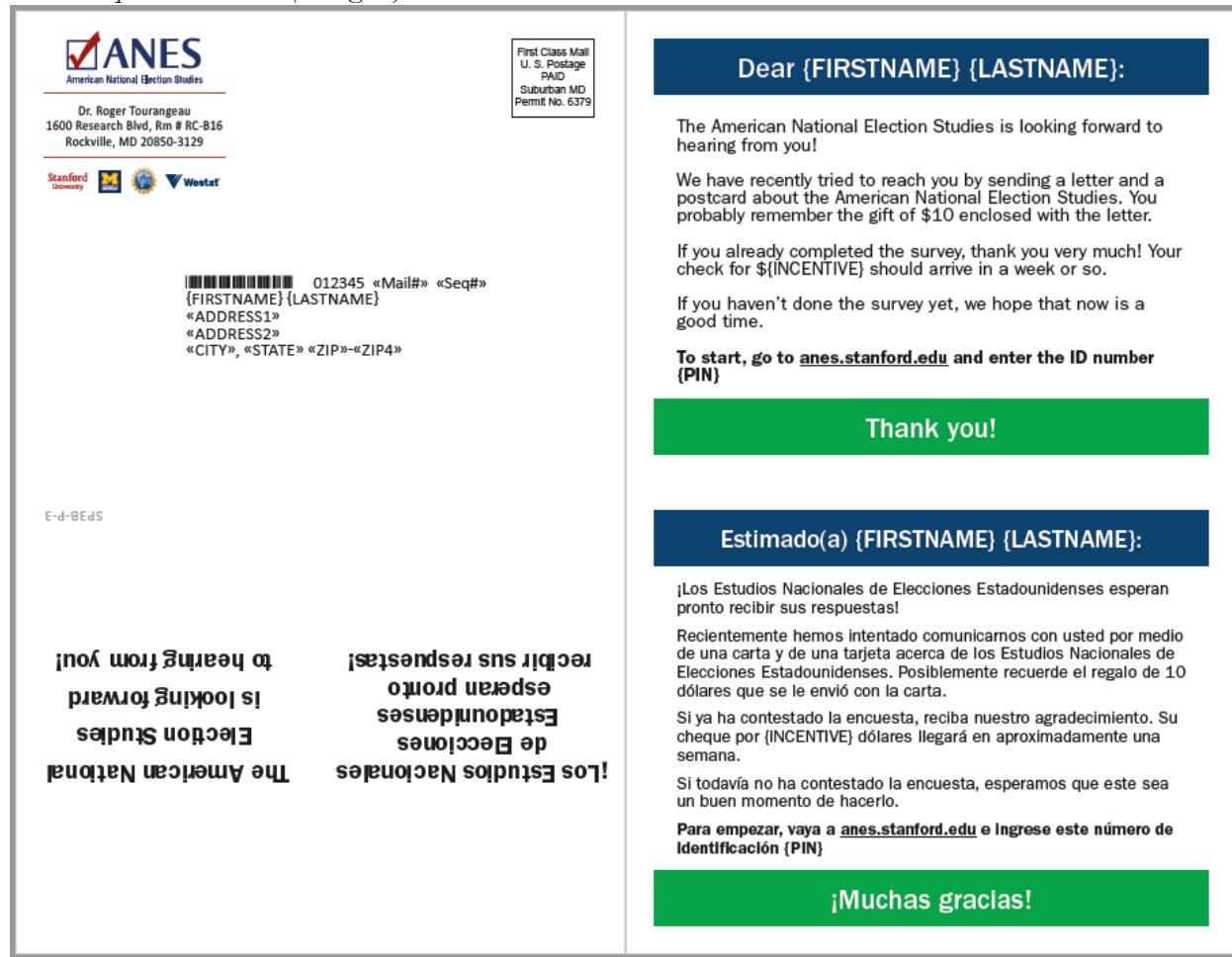
Reminder postcard 3B-13 (Bilingual)



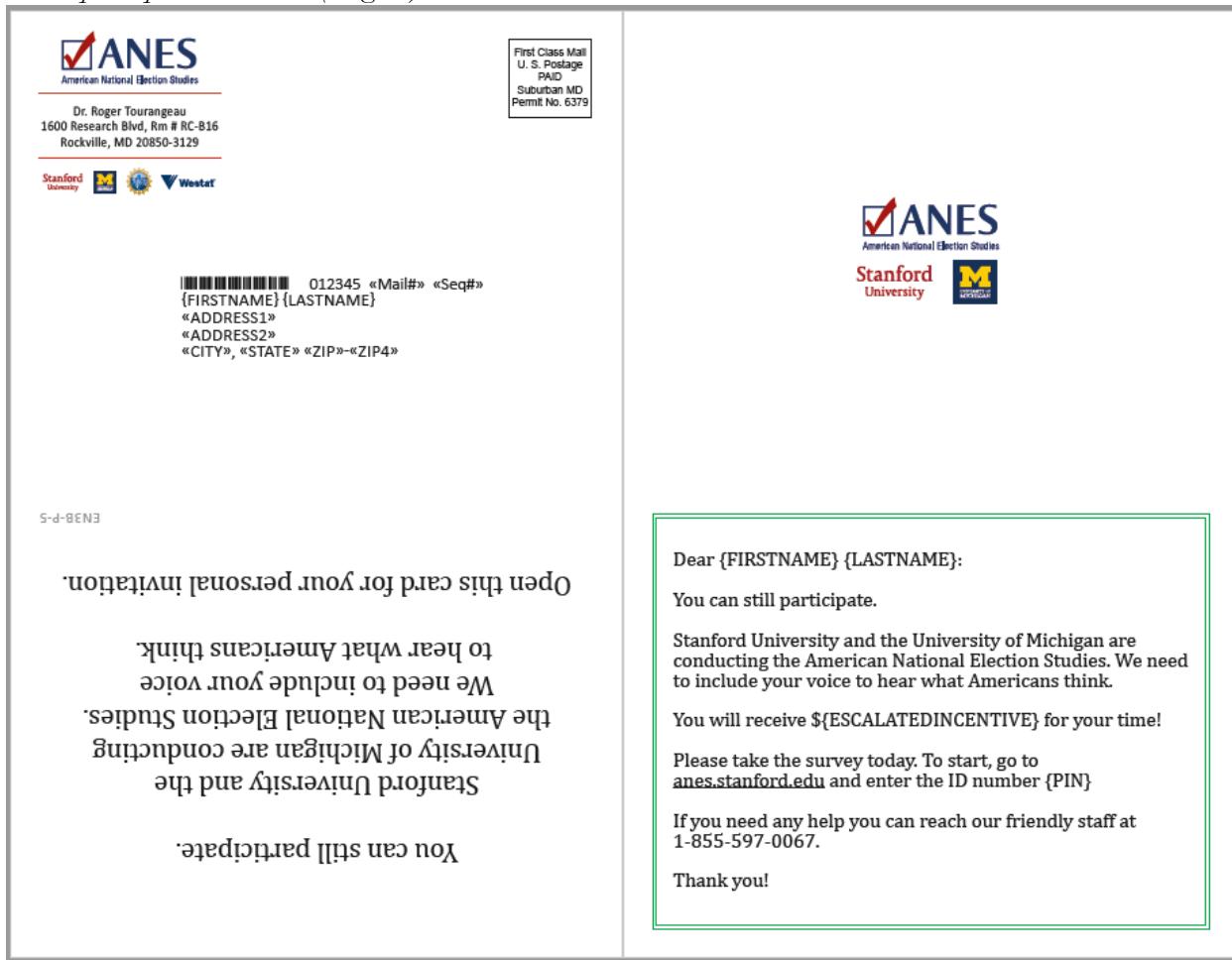
Reminder postcard 3B-14 (English)



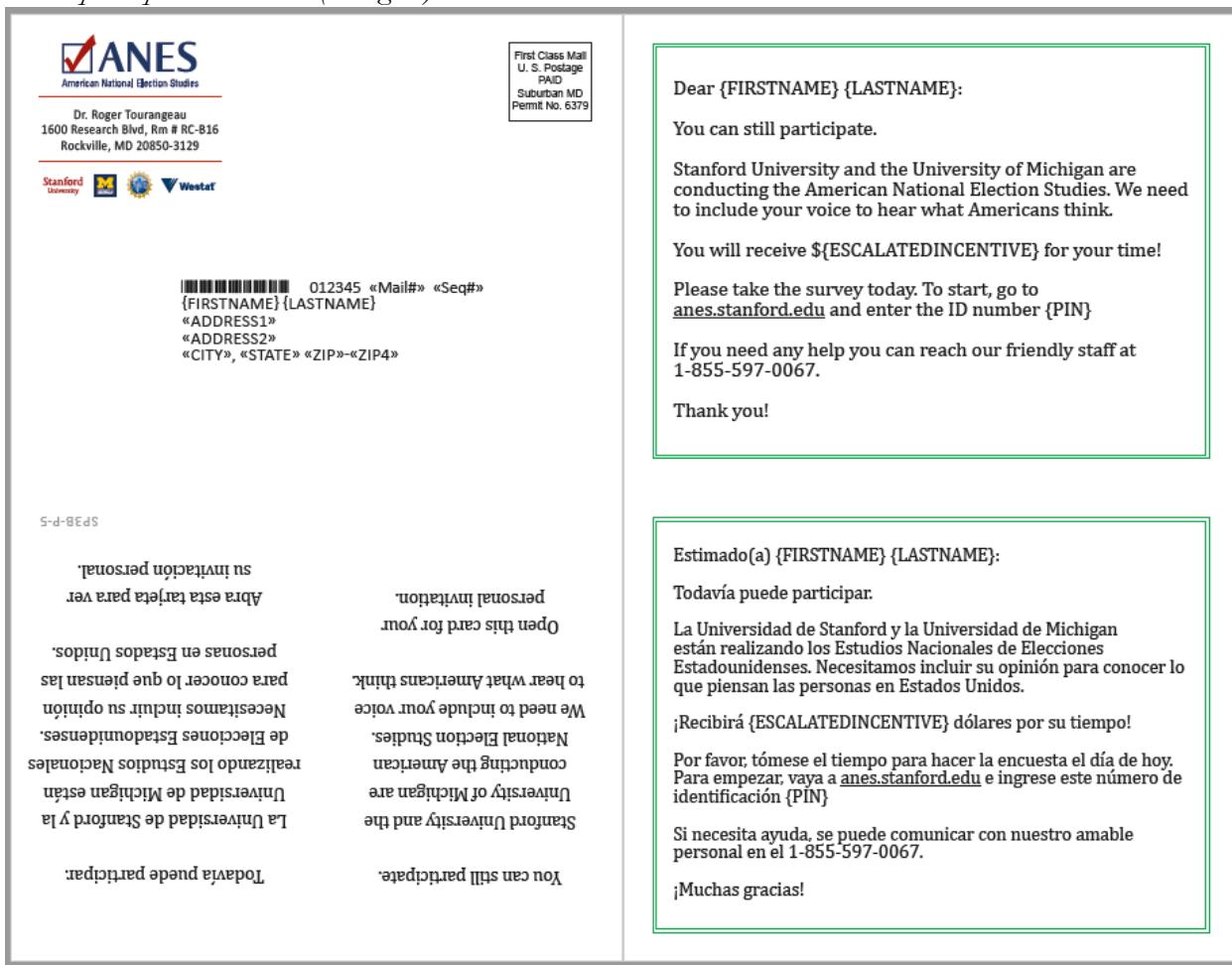
Reminder postcard 3B-14 (Bilingual)



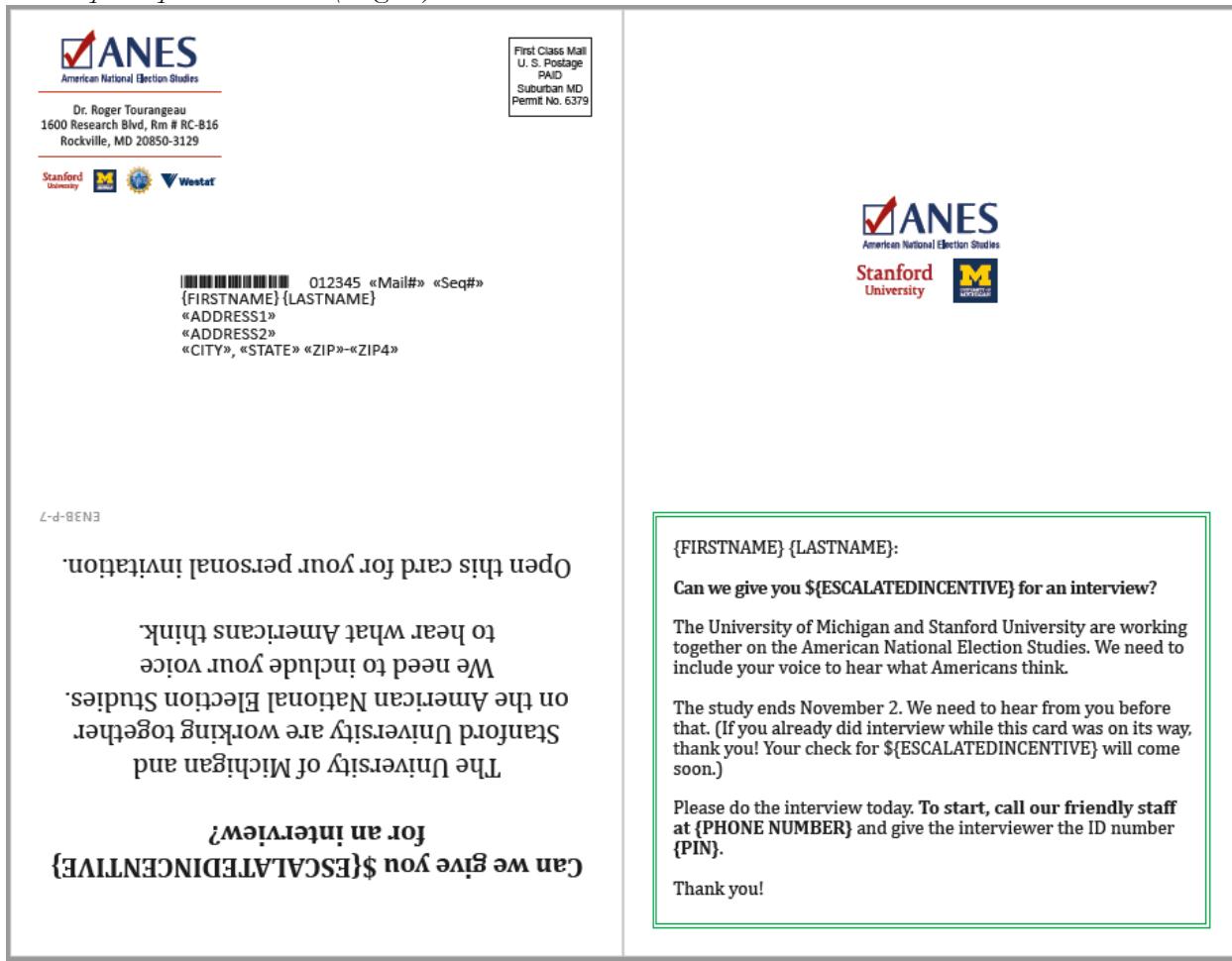
Nonresponse postcard 3B-17 (English)



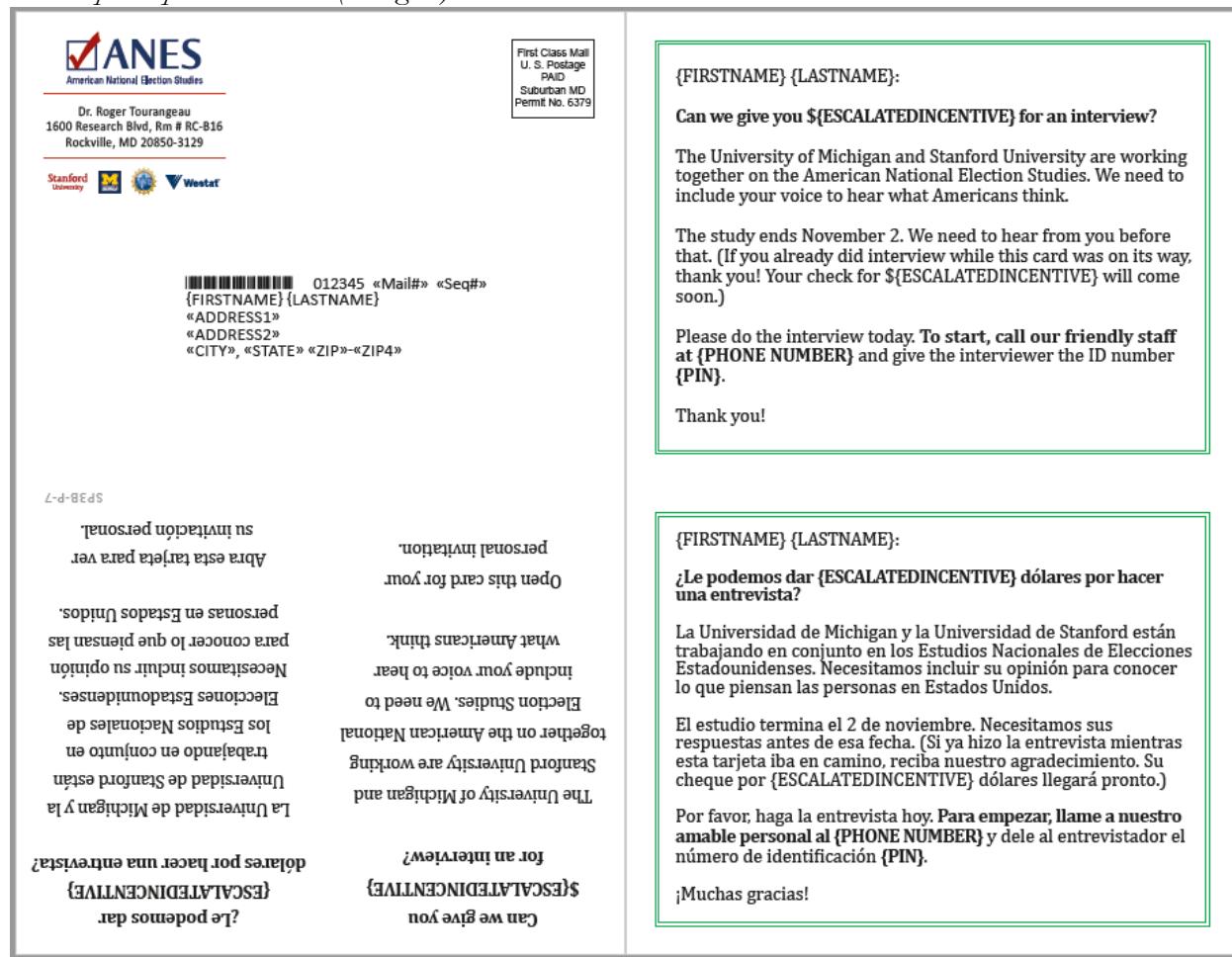
Nonresponse postcard 3B-17 (Bilingual)



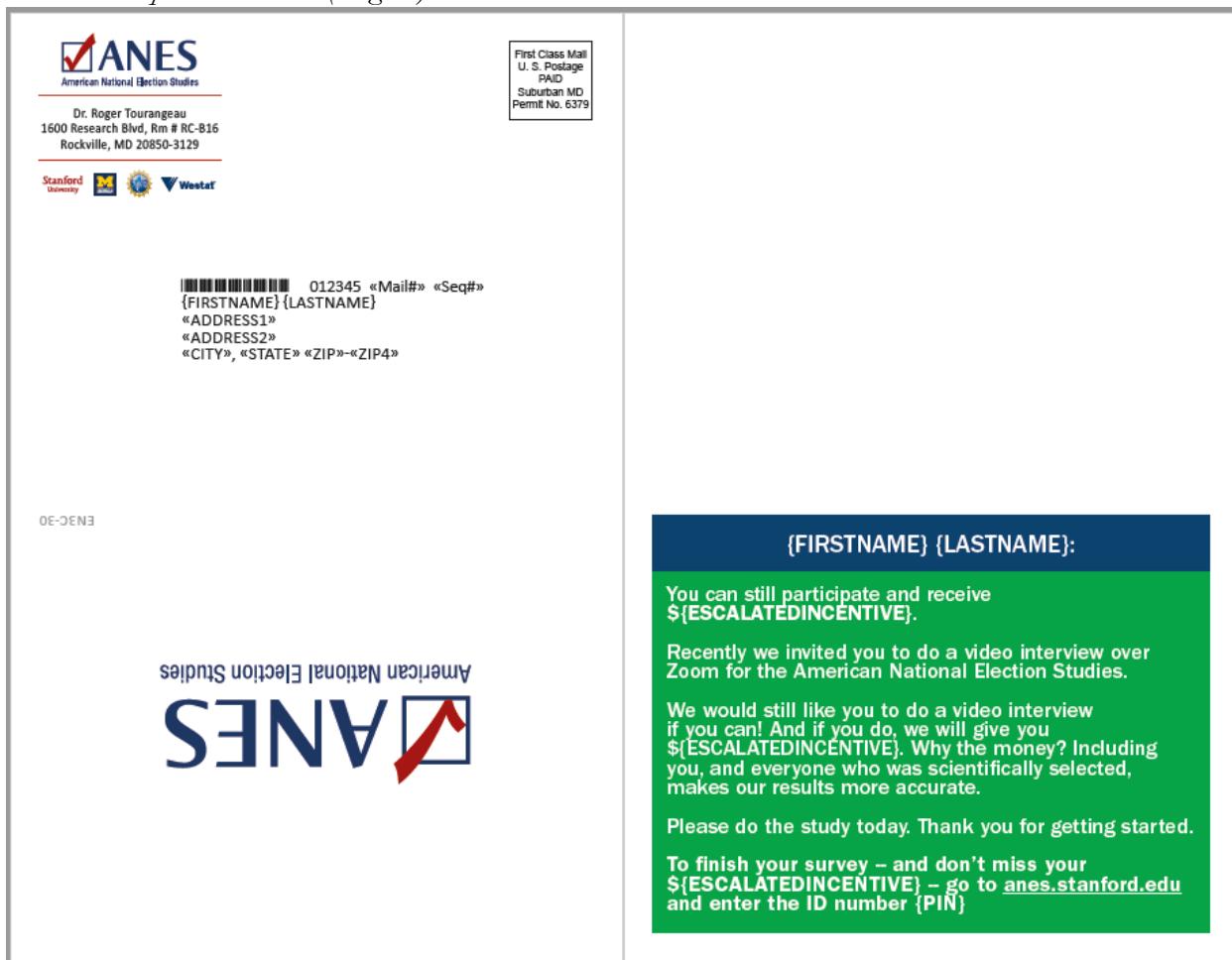
Push to phone postcard 3B-20 (English)



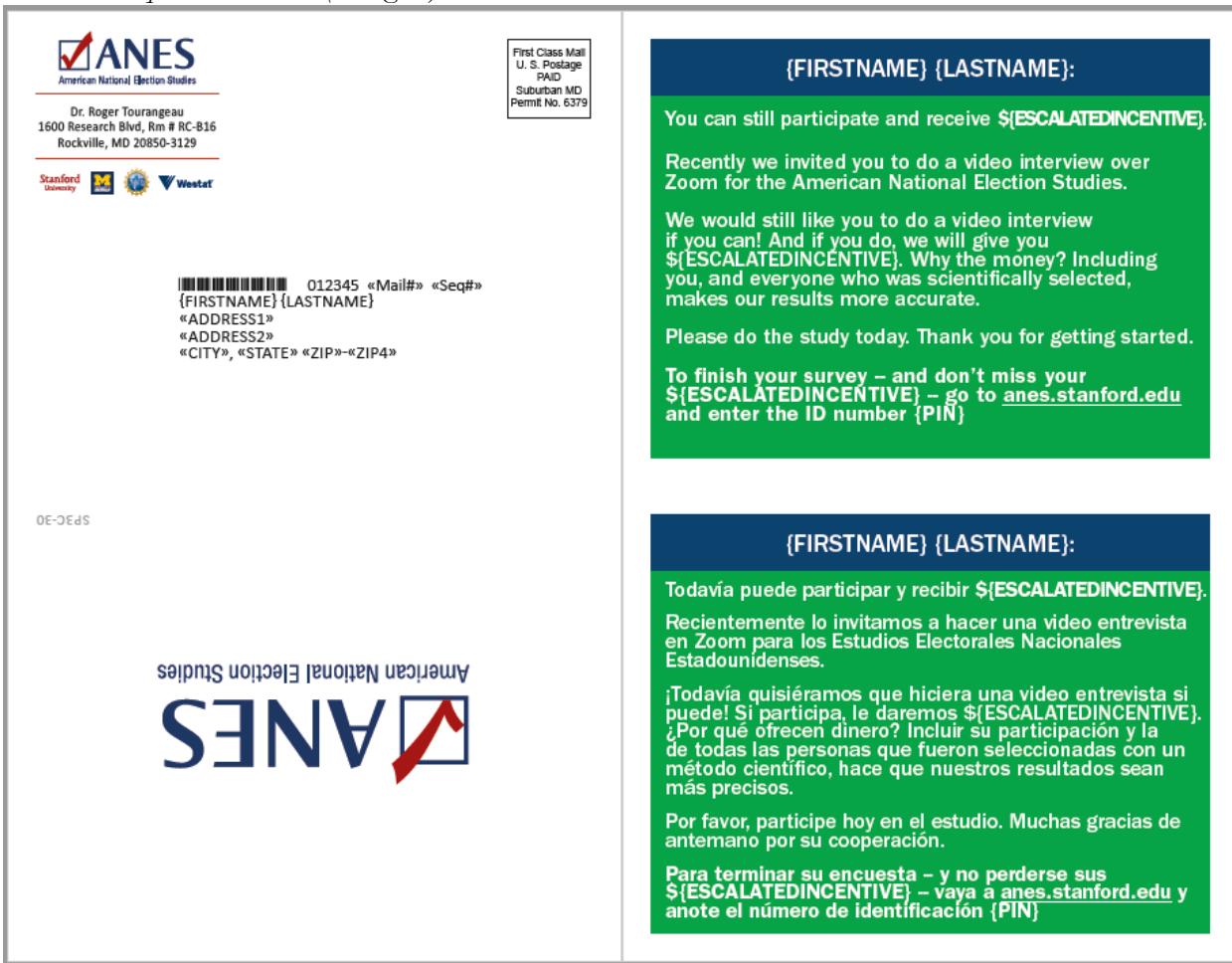
Push to phone postcard 3B-20 (Bilingual)

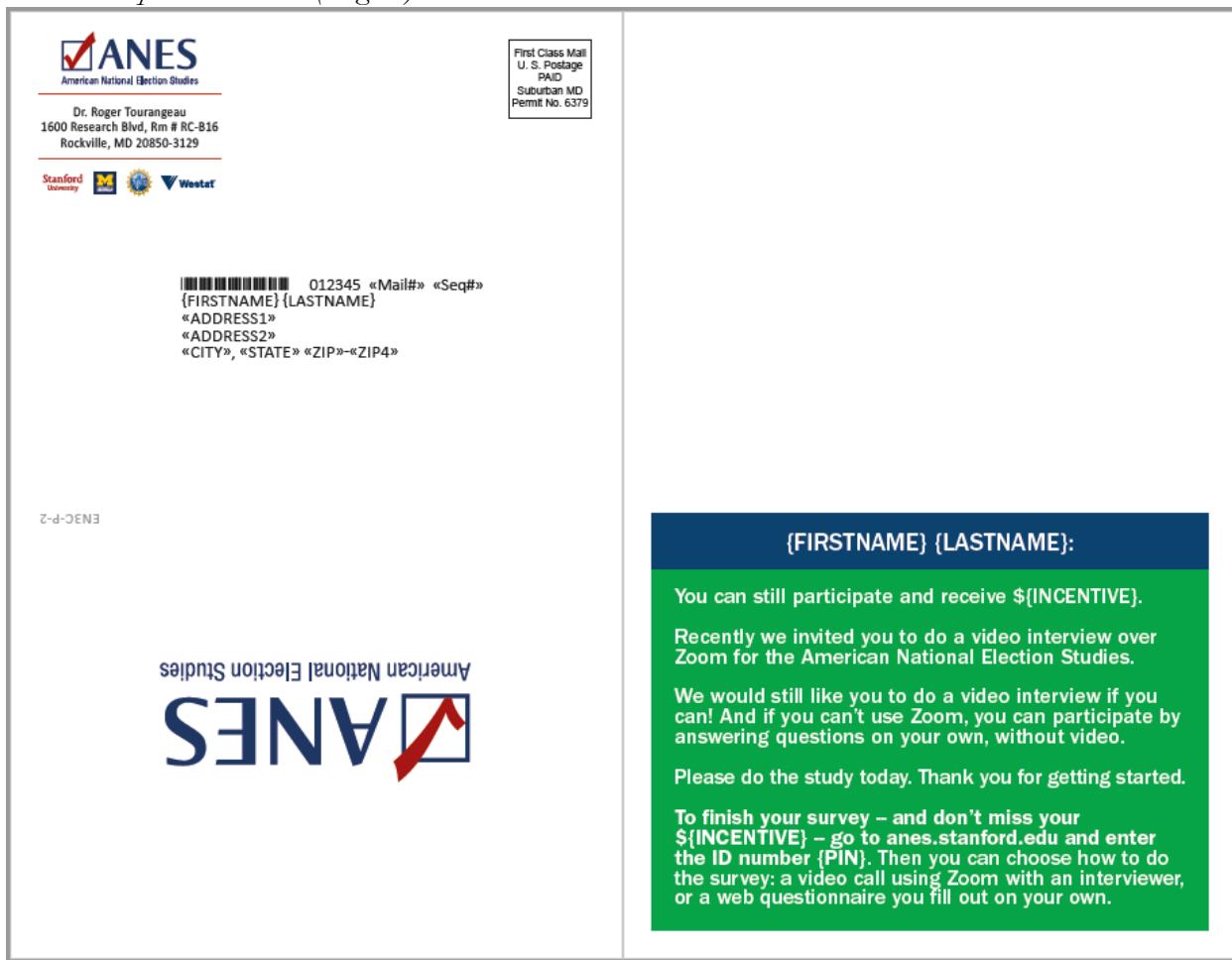


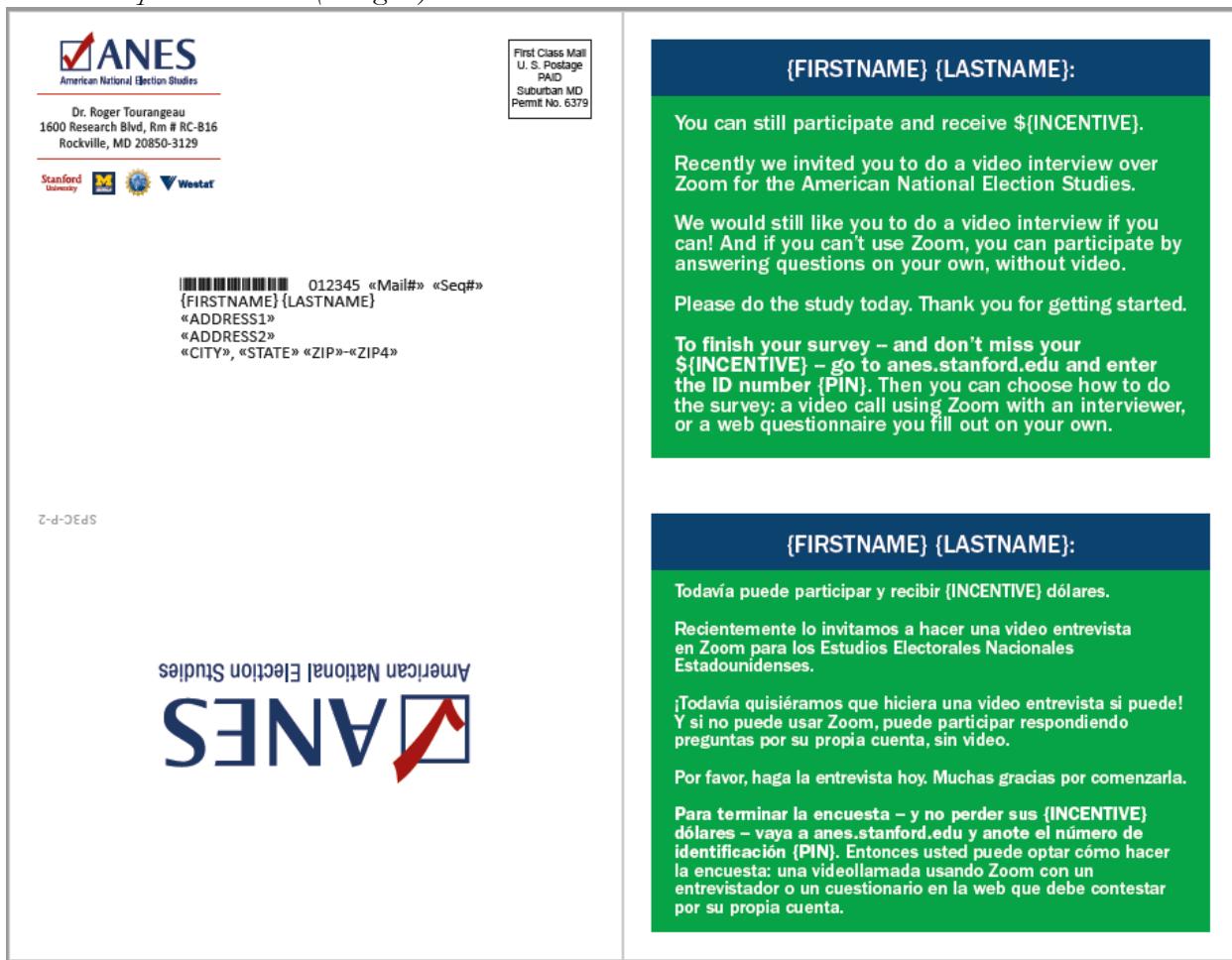
Push to video postcard 3C-30 (English)



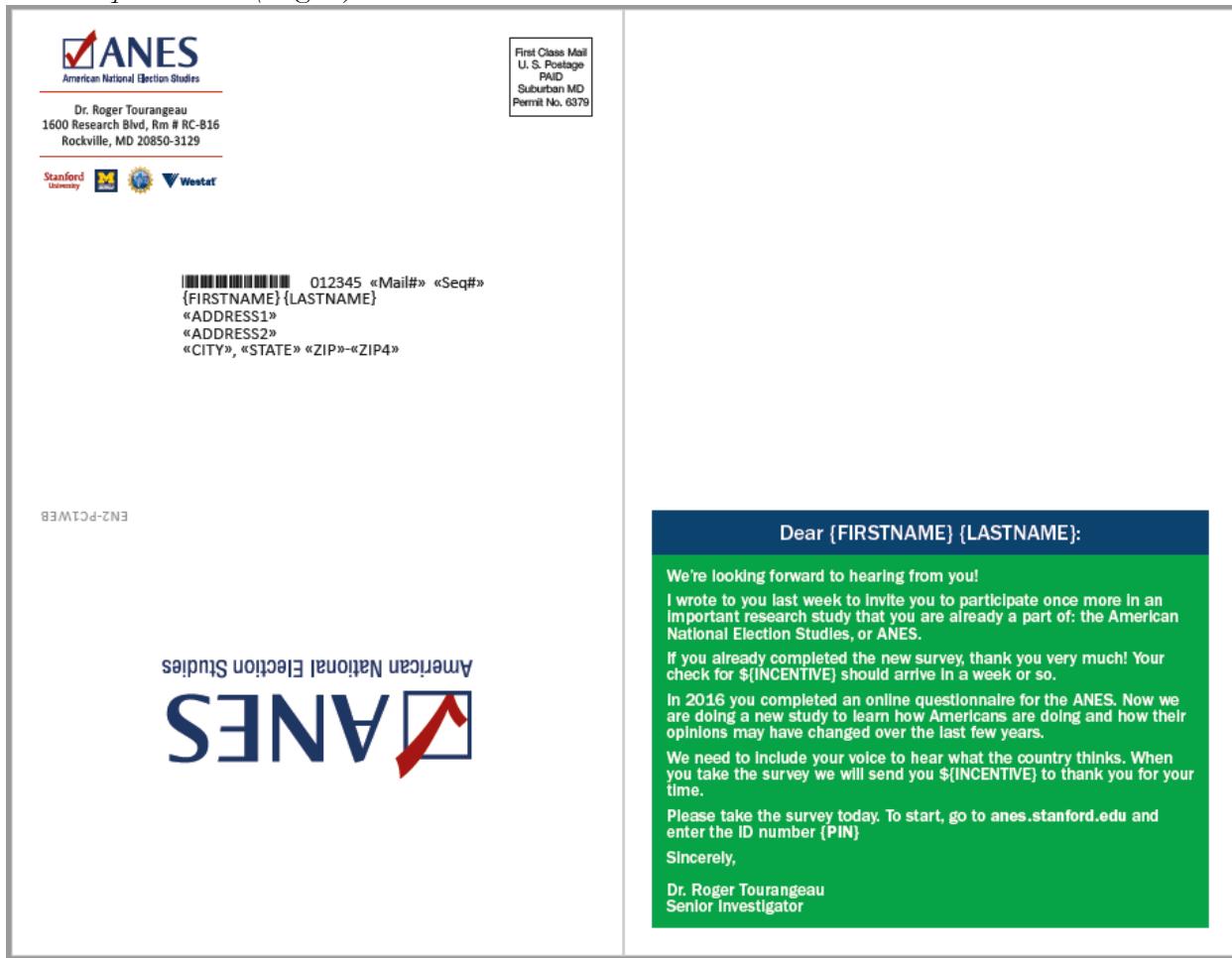
Push to video postcard 3C-30 (Bilingual)







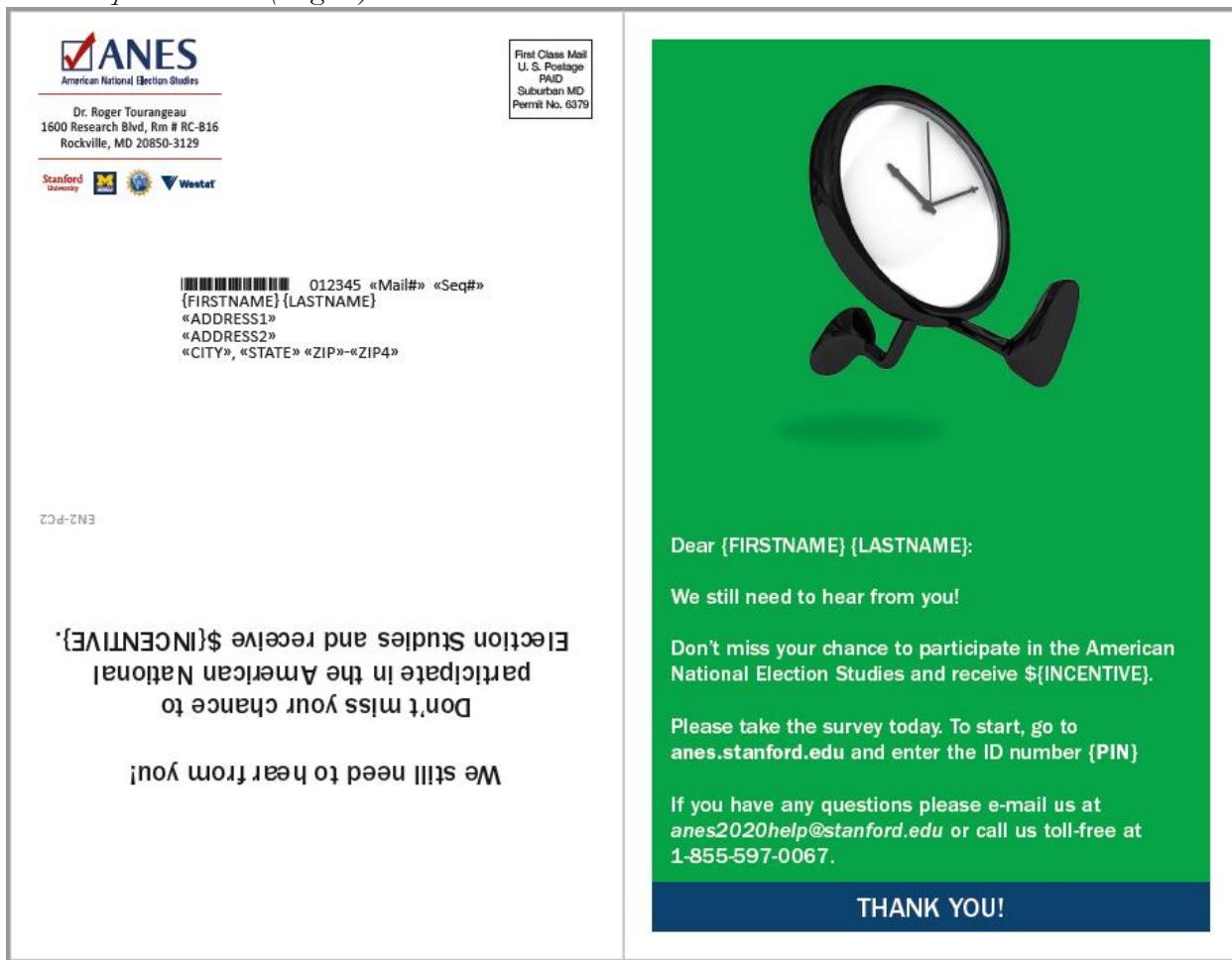
Reminder postcard 2-6 (English)



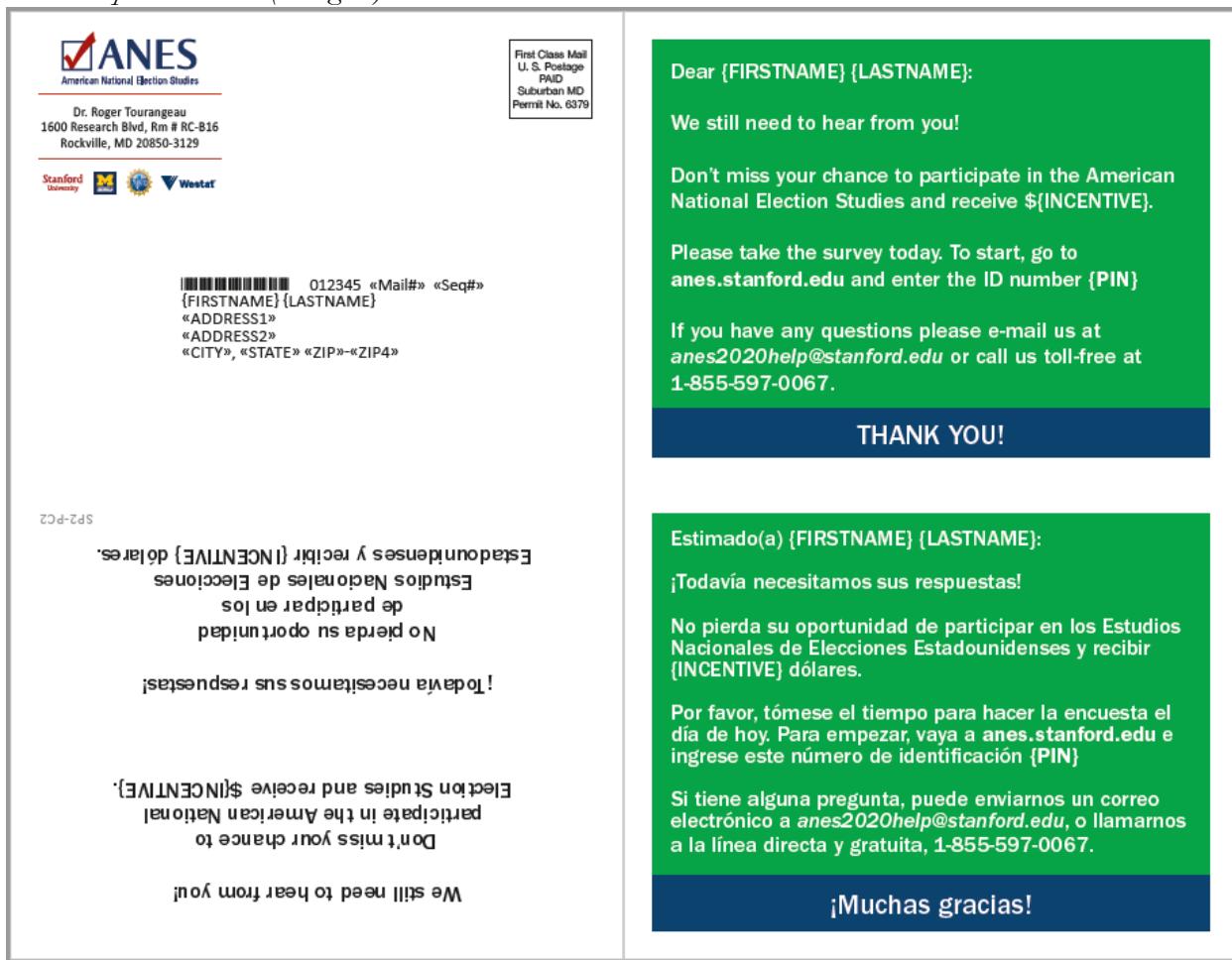
Reminder postcard 2-6 (Bilingual)



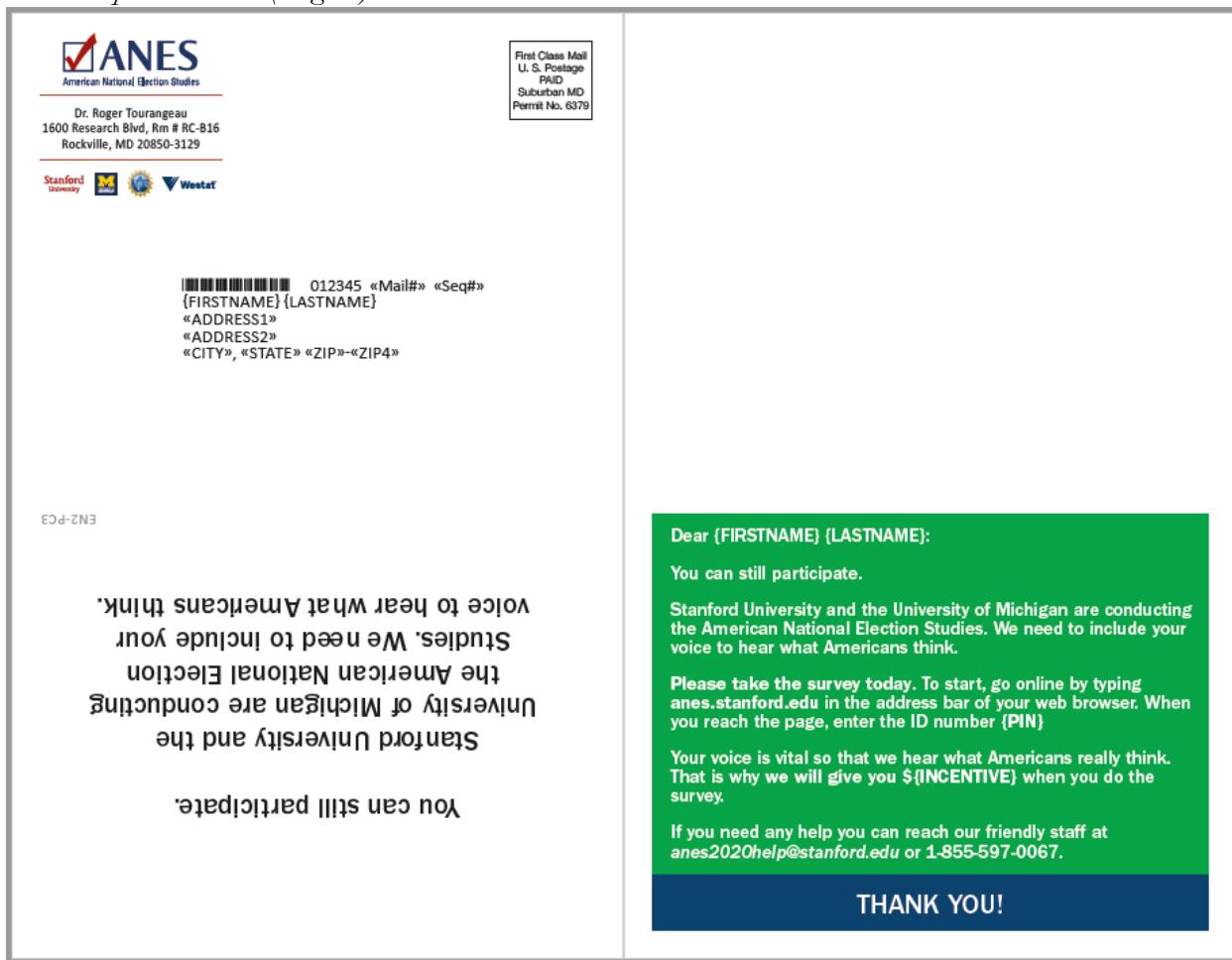
Reminder postcard 2-10 (English)



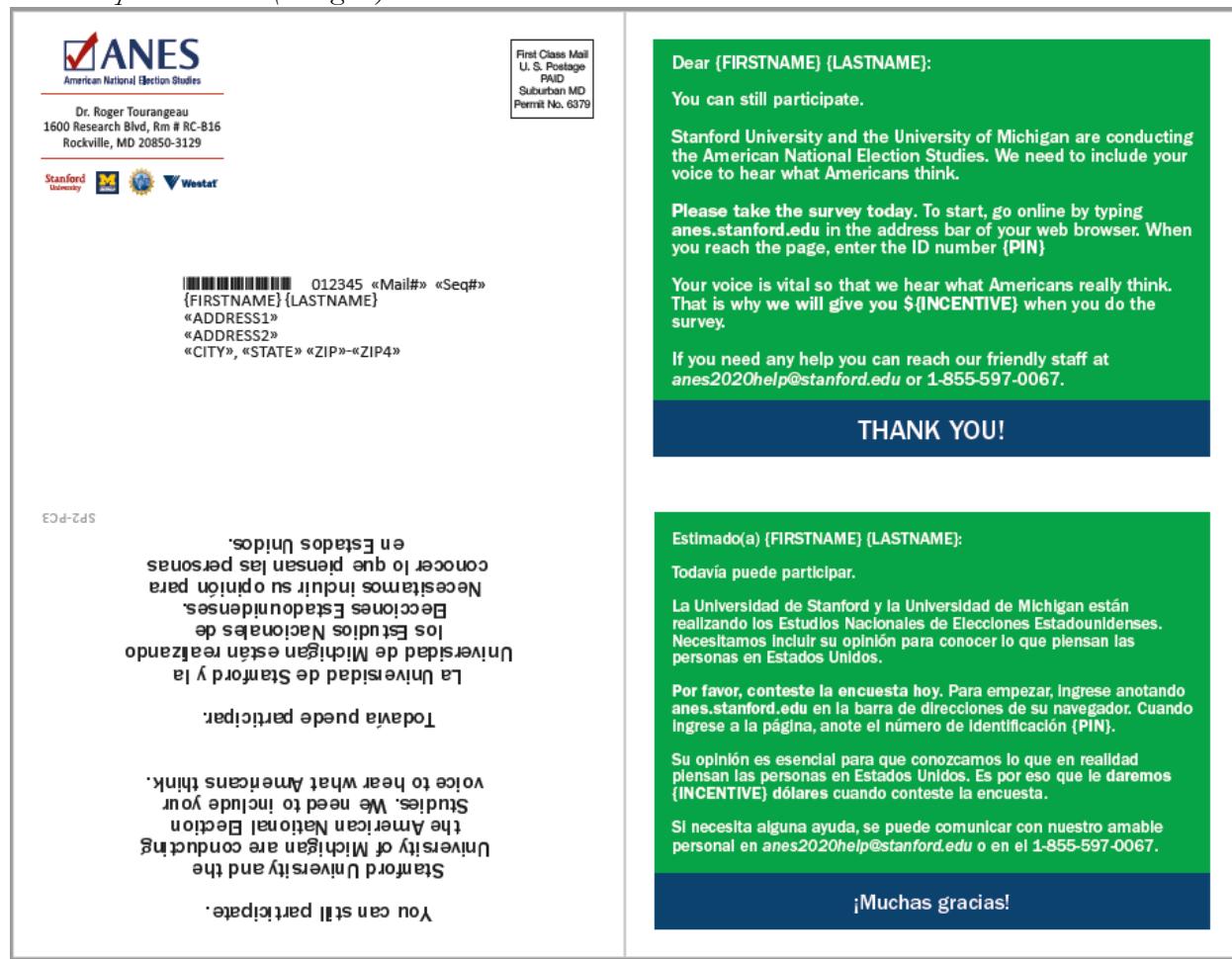
Reminder postcard 2-10 (Bilingual)



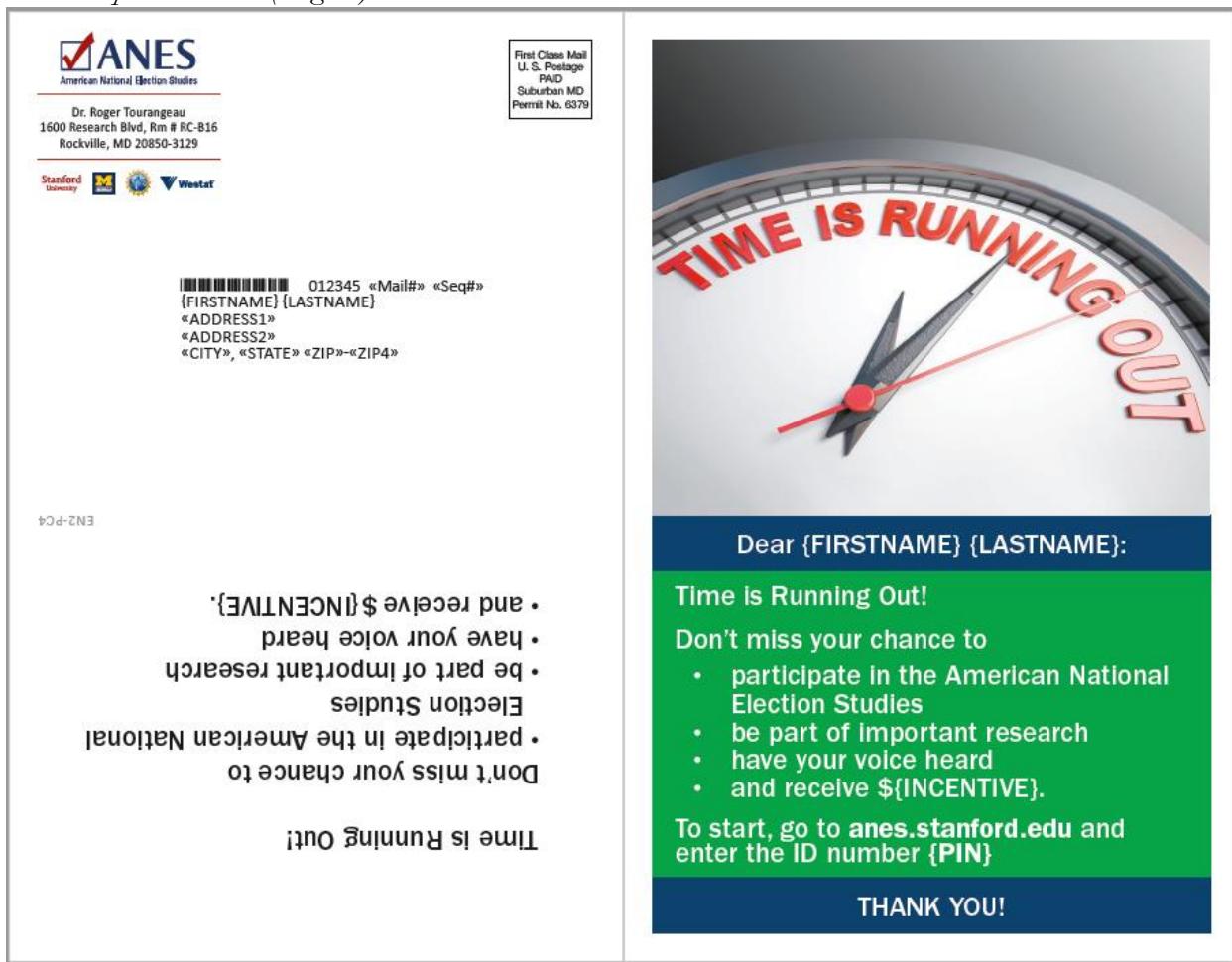
Reminder postcard 2-11 (English)



Reminder postcard 2-11 (Bilingual)



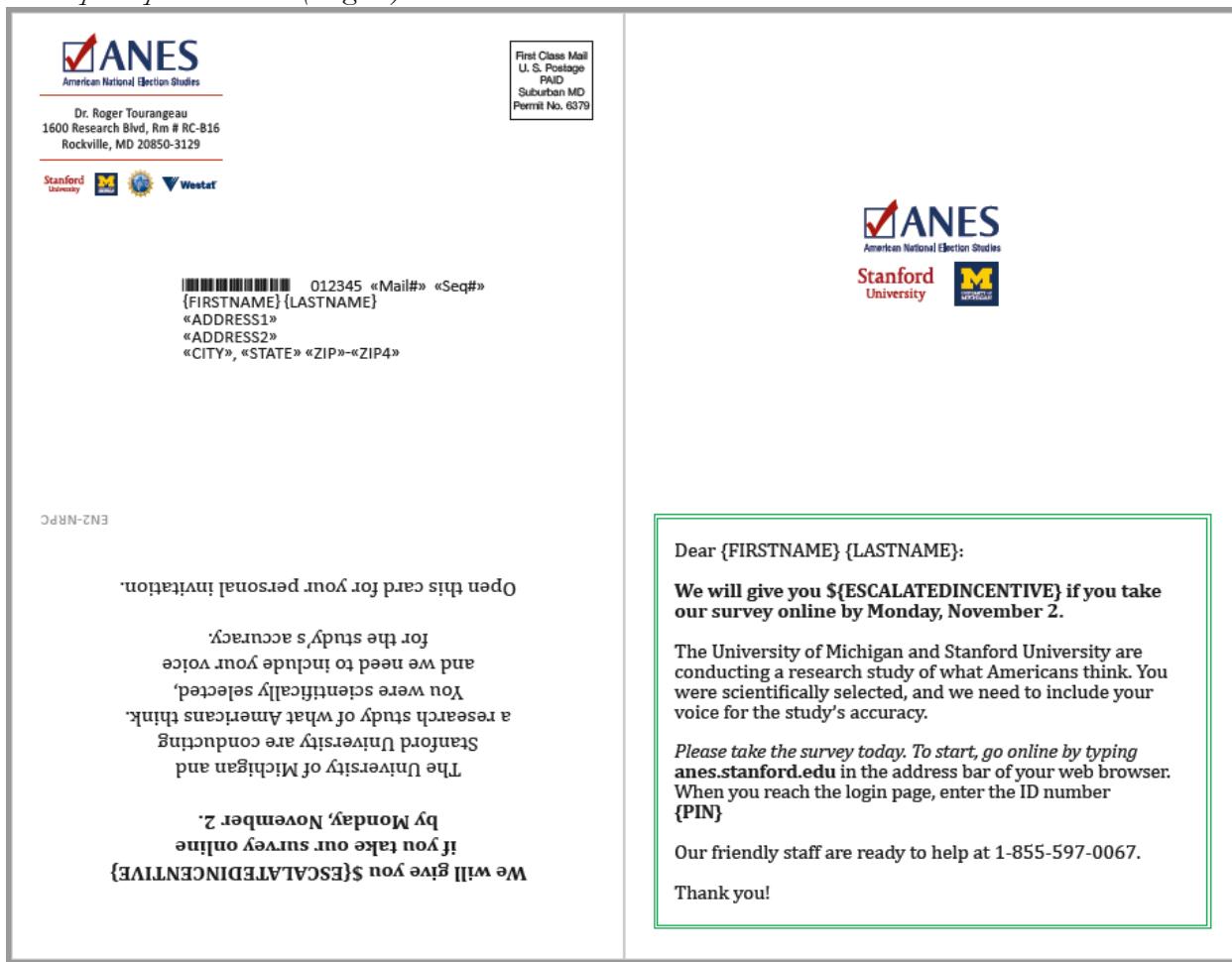
Reminder postcard 2-12 (English)



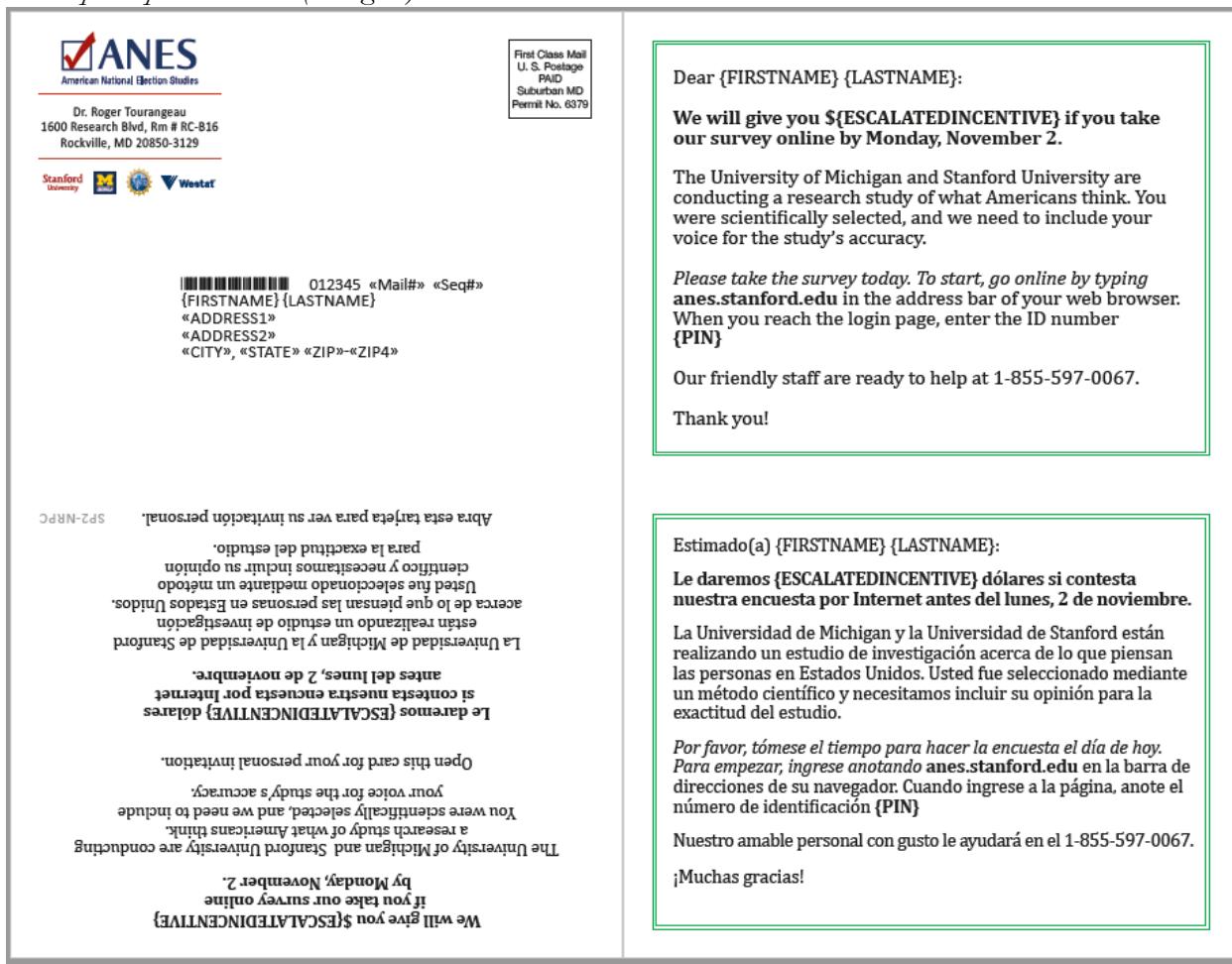
Reminder postcard 2-12 (Bilingual)



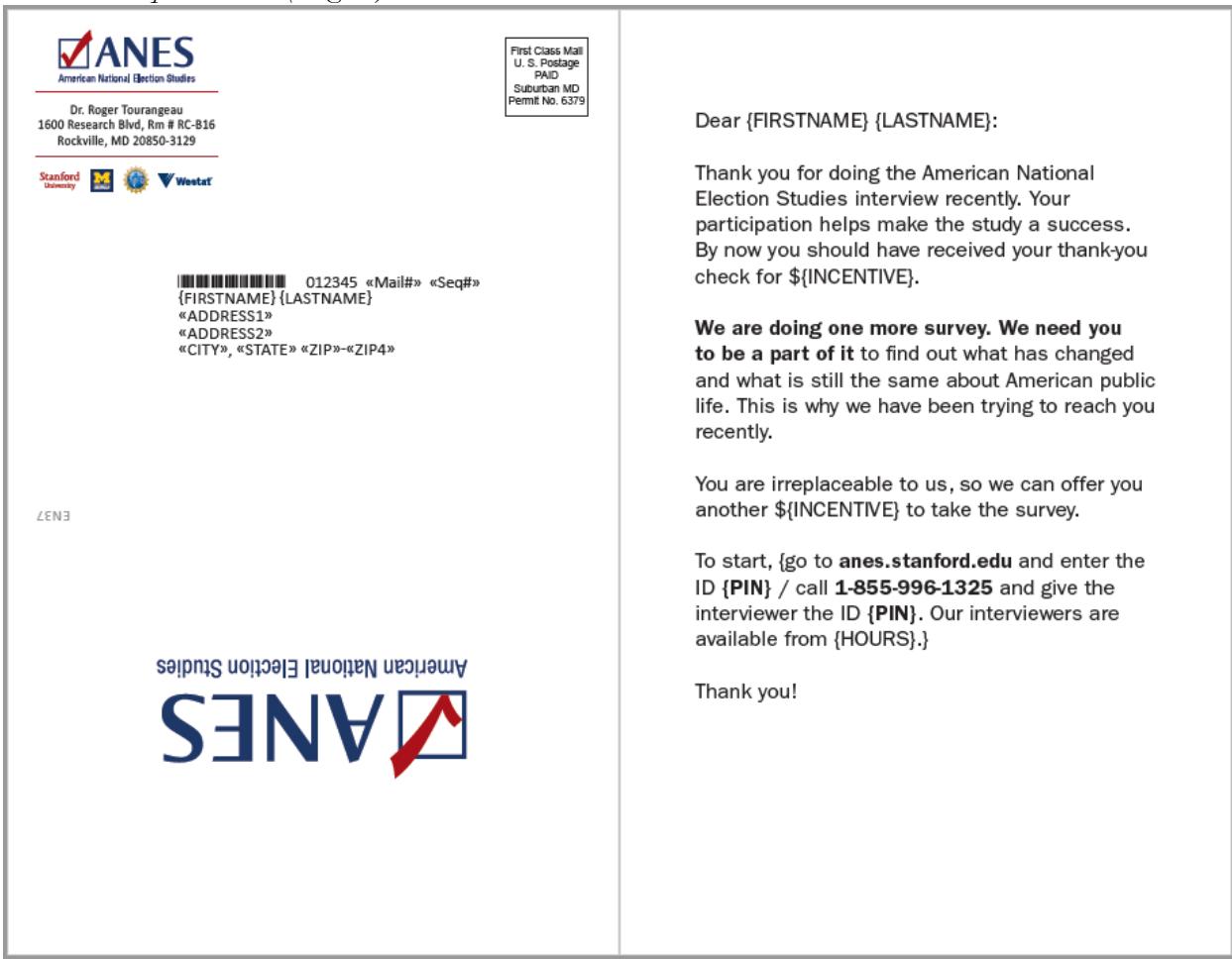
Nonresponse postcard 2-15 (English)



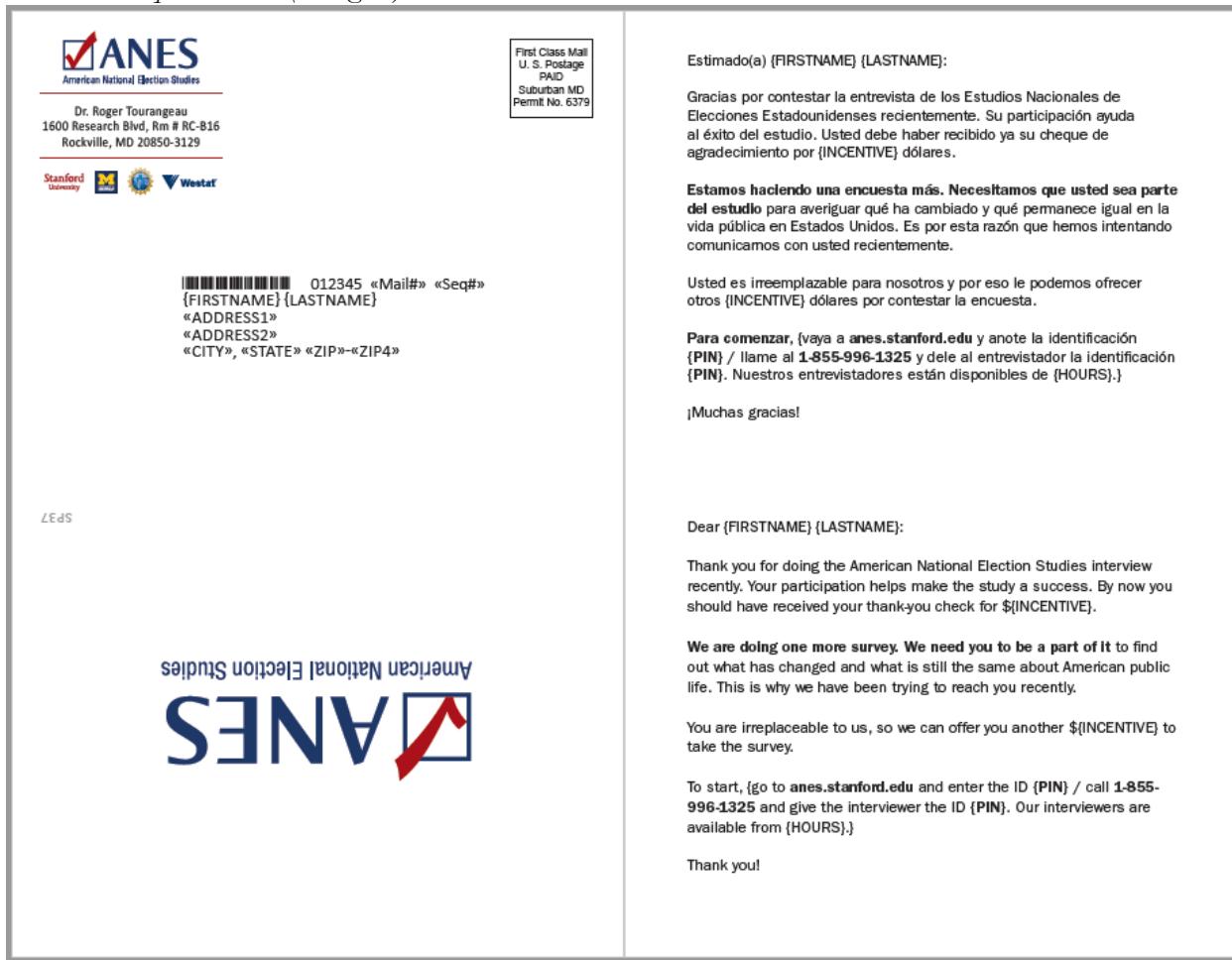
Nonresponse postcard 2-15 (Bilingual)



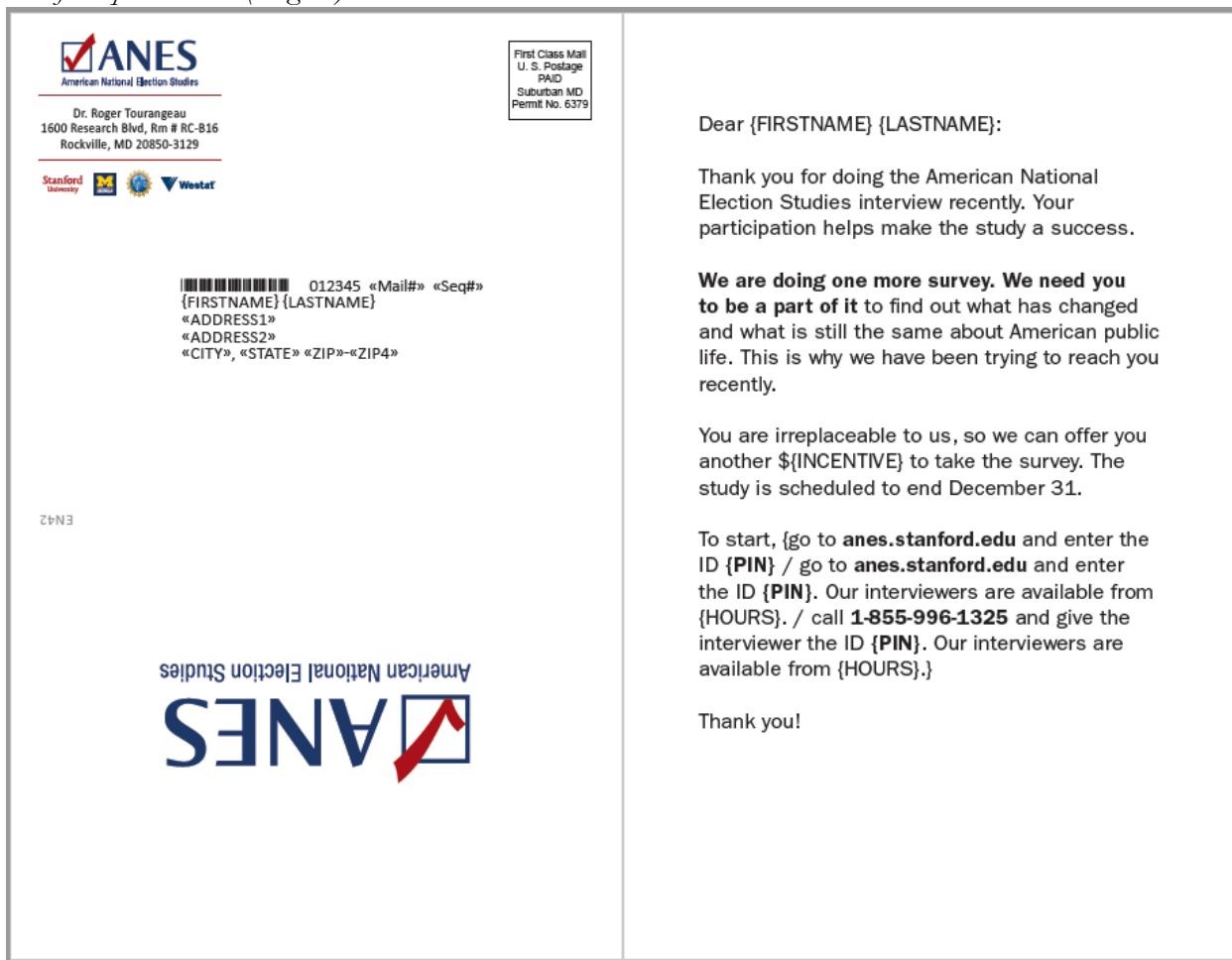
Post reminder postcard 37 (English)



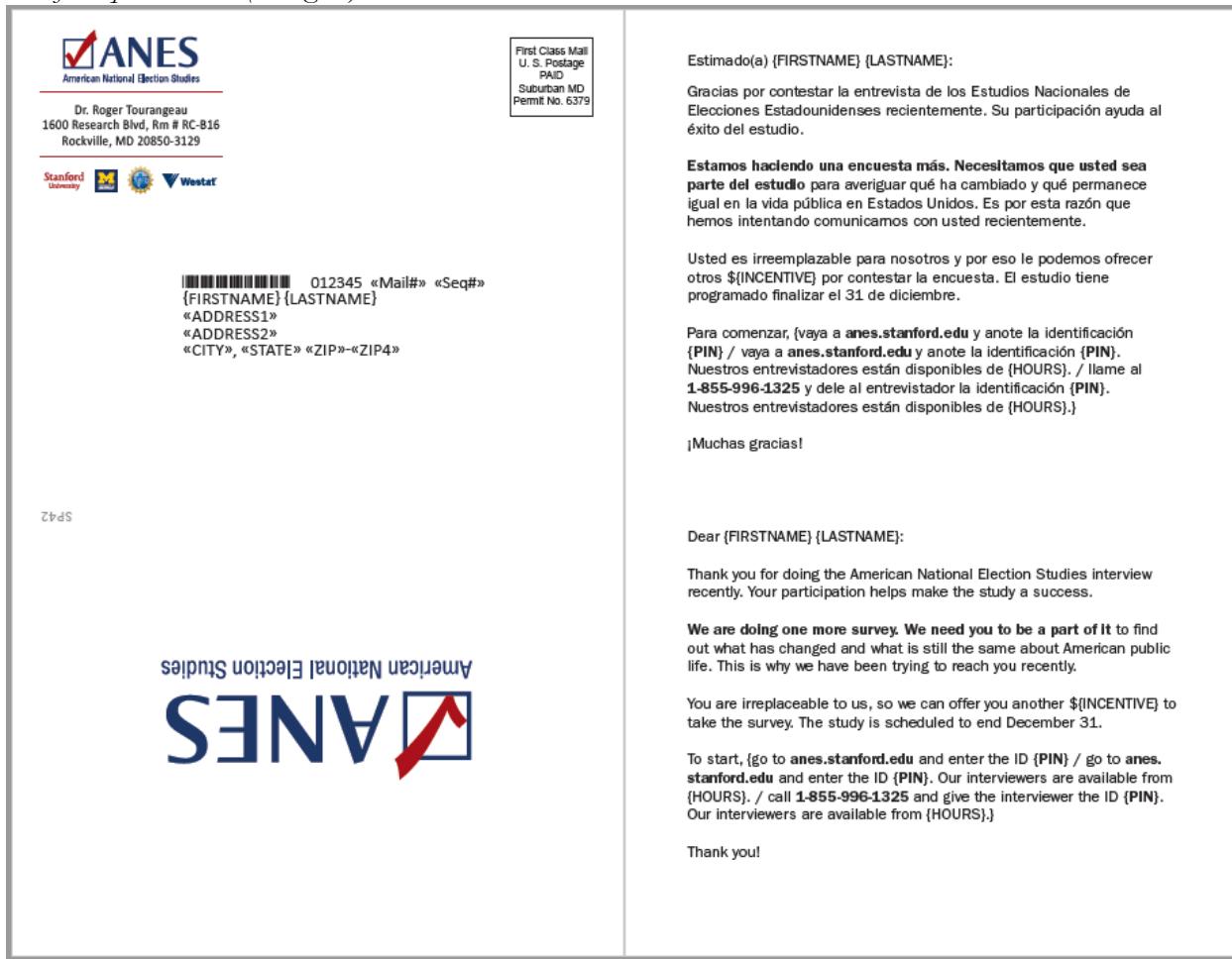
Post reminder postcard 37 (Bilingual)



Post final postcard 42 (English)



Post final postcard 42 (Bilingual)



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

Advance email 2-1 (Spanish)

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

Invitation email 2-3 (English)

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?

Invitation email 2-3 (Spanish)

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 1-855-597-0067 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

:Quién patrocina 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,



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,



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 parecerá lo mismo.

¡Muchas gracias!



Dr. Roger Tourangeau
Investigador principal

Nonresponse email 2-13 (English)

SUBJECT: ANES interview for \${ESCALATEDINCENTIVE}

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 \${ESCALATEDINCENTIVE} 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 \${ESCALATEDINCENTIVE} 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 \${ESCALATEDINCENTIVE} 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

Invitation email 3A-9 (English)

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}} / {{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,



Dr. Roger Tourangeau
Senior Investigator

Invitation 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,



Dr. Roger Tourangeau
Investigador principal

Invitation email 3B-10 (English)

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,



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 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 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,



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

Follow-up email 3B-11 (Spanish)

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,



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 {ESCALATEDINCENTIVE} dólares como agradecimiento por su tiempo.

Necesitamos incluirlo 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}, o haga clic aquí: {SURVEY LINK}

Atentamente,



Dr. Roger Tourangeau
Investigador principal

Push to phone email 3B-19 (English)

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 {ESCALATEDINCENTIVE} 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 {ESCALATEDINCENTIVE} 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,



Dr. Roger Tourangeau
Investigador principal

Push to video email 3C-29 (English)

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 our study's results can be accurate. That is why we can offer you \${ESCALATEDINCENTIVE} 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,



Dr. Roger Tourangeau
Senior Investigator

Push to video email 3C-29 (Spanish)

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 video. 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,



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,



Dr. Roger Tourangeau
Senior Investigator

Push to web email 3C-22 (Spanish)

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 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

Post reminder email 35 (English)

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,



Dr. Roger Tourangeau
Senior Investigator

Post reminder email 35 (Spanish)

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 1-855-996-1325 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

Post final email 39 (English)

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

Post final email 39 (Spanish)

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 1-855-996-1325 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

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

Mailed on: 11/6/2020 and 11/9/2020

All respondents without email address or bounced invite email

#10 Windowed Envelope



The General Social Survey

GSS **ANES**

American National Election Studies

55 E. Monroe St., 19th Fl
Chicago, IL 60603

Double sided 8.5 x 11 Letter: Cover Letter Version 1: English Only



<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



Double sided 8.5 x 11 Letter: Cover Letter Version 1: English with some Spanish



<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

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 \$25 como agradecimiento por completar la encuesta.



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 1-855-597-0067 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 XXXXXXXX02.

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 1-855-597-0067 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. 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.

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What do I do next?

To take the survey, go to anes.stanford.edu and type the ID number XXXXXXXX02. 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 REMINDER 1

Emailed on: 11/9/2020

All non-respondents with email address

Subject: Reminder: Take the ANES survey for \$25



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 XXXXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey



Stanford
University



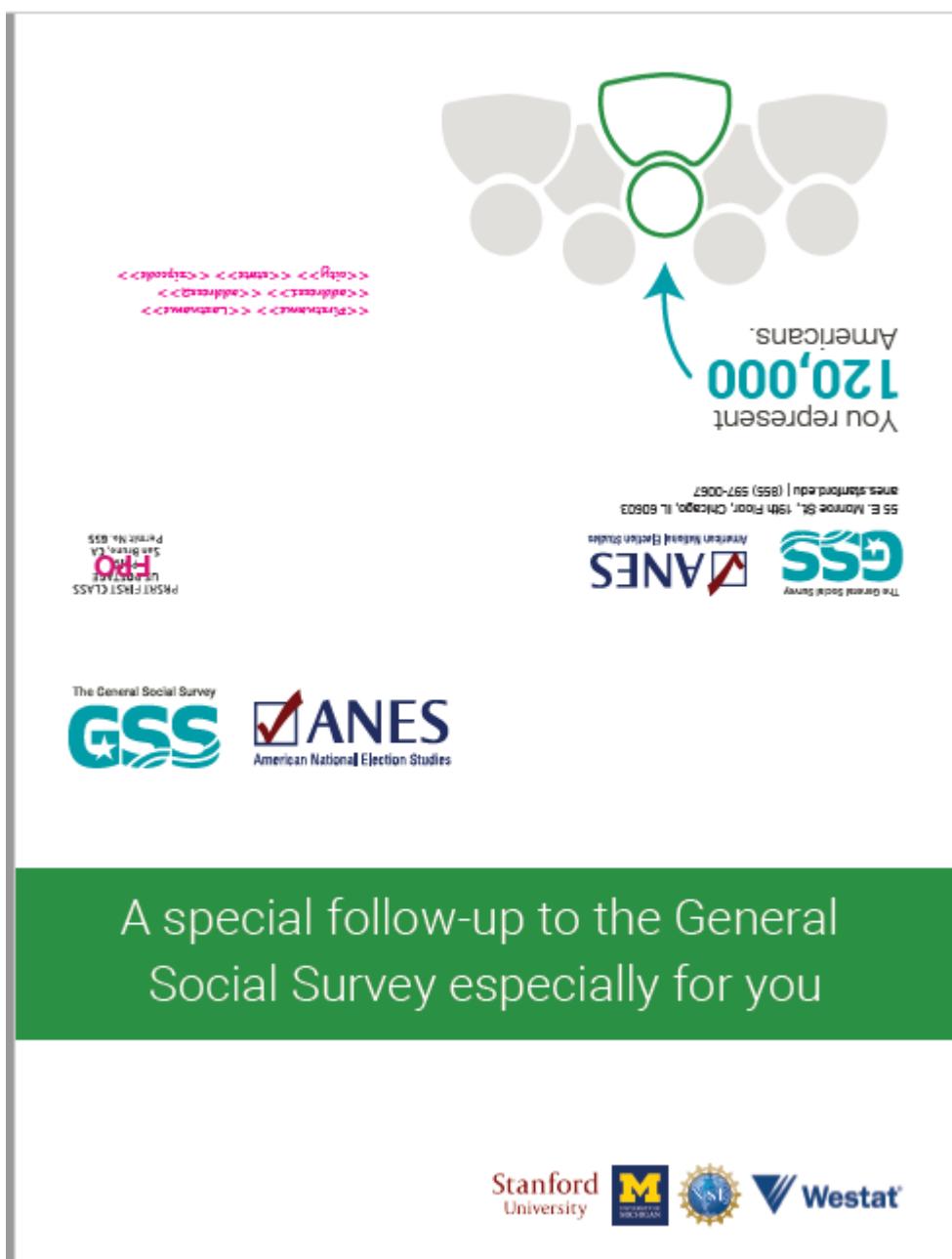
Westat

POSTCARD REMINDER 1

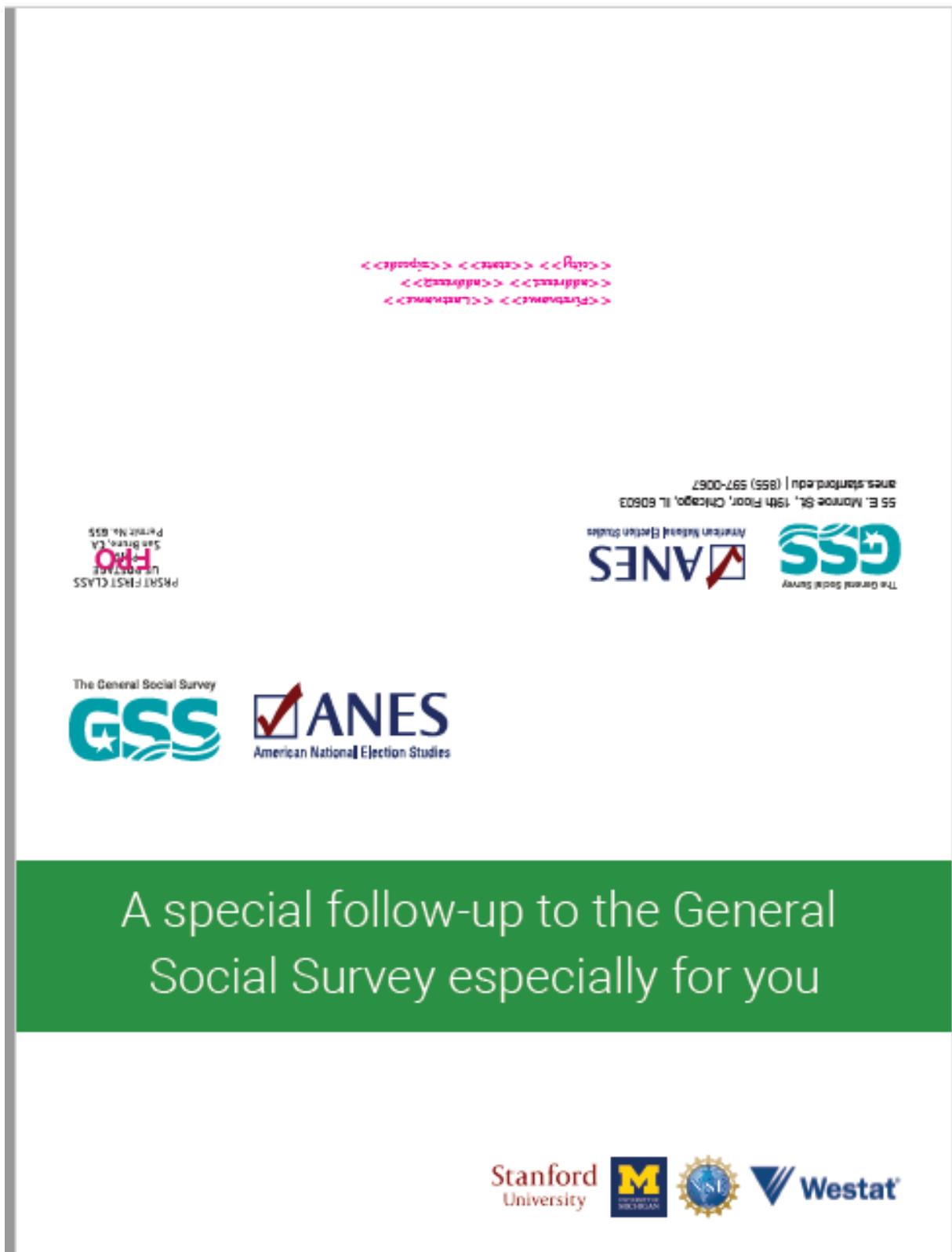
Mailed on: 11/20/2020

All non-respondents

Folded 6 x 9 Postcard: Front & Back: Version 1: With Household Image



Folded 6 x 9 Postcard: Front & Back: Version 2: Without Household Image



Folded 6 x 9 Postcard: Inside

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 website. 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 XXXXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey



Stanford
University



Westat

POSTCARD REMINDER 2

Mailed on: 11/20/2020

All non-respondents

Folded 4.5 x 6 Postcard: Front & Back



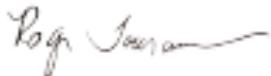
You can still participate!

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

Stanford
University



Westat

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

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 \$25 como agradecimiento por completar la encuesta.



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



Complete today and get \$50

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

The General Social Survey



Stanford
University

René Bautista
Director
General Social Survey



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. 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 anes.stanford.edu and enter the ID number XXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey

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. 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?

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What do I do next?

To take the survey, go to anes.stanford.edu and type the ID number XXXXXXXX02. 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.



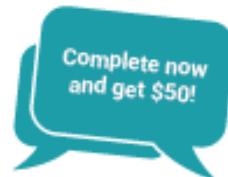
FEDEX REMINDER

Mailed on: 12/16/2020

All non-respondents

8.5 x 11 Cover Letter: Version 1: English cases haven't started with email address

<ADDRESS NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY>, <STATE> <ZIPCODE>



December 16, 2020

Dear [FIRSTNAME] [LASTNAME],

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 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].

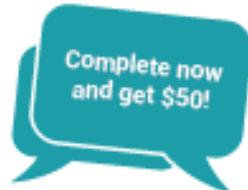
Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

Dr. René Bautista
Director
General Social Survey



8.5 x 11 Cover Letter: Version 2: English cases haven't started without email address



<ADDRESS NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY>, <STATE> <ZIPCODE>

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



8.5 x 11 Cover Letter: Version 3: English cases break-offs



<ADDRESS NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY>, <STATE> <ZIPCODE>



Complete now
and get \$50!

December 16, 2020

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



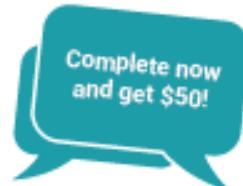
Dr. René Bautista
Director
General Social Survey



8.5 x 11 Cover Letter: Version 4: English with some Spanish



<ADDRESS NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY>, <STATE> <ZIPCODE>



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



Folded 6 x 9 postcard: Inside

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 21.

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 enter the ID [PIN].

If you need any help you can reach our friendly staff at 800-997-0067.

Thank you!

Sincerely,



Dr. Roger Teekens,
Senior Investigator
American National Election Studies



Dr. Rand Rustine
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 4

Emailed on: 12/30/2020

All non-respondents with email address

Subject: Last chance for GSS-ANES Interview and Your Rewards



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 XXXXXXXX02.

Sincerely,

Dr. Roger Tourangeau
Senior Investigator
American National Election Studies

René Bautista
Director
General Social Survey

The 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

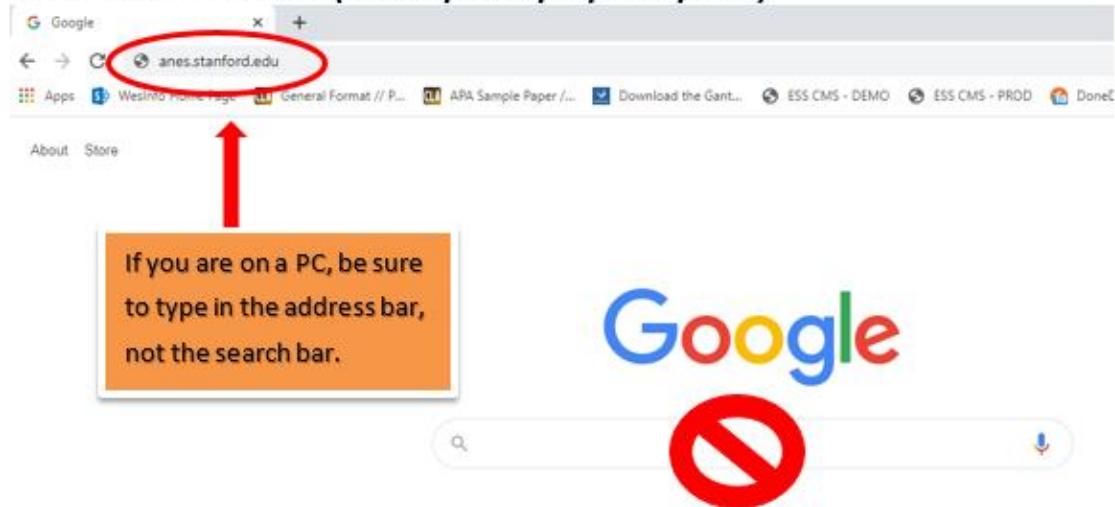
Push to phone letters 3B-8/3B-18.

Instructions for Logging into the Survey

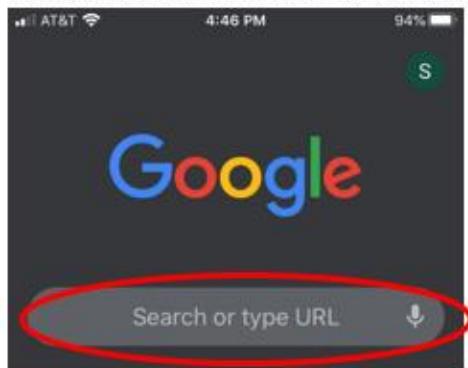
- 1) Type anes.stanford.edu in your web browser.

Different people use different browsers and devices, so below are examples of what it may look like on your screen.

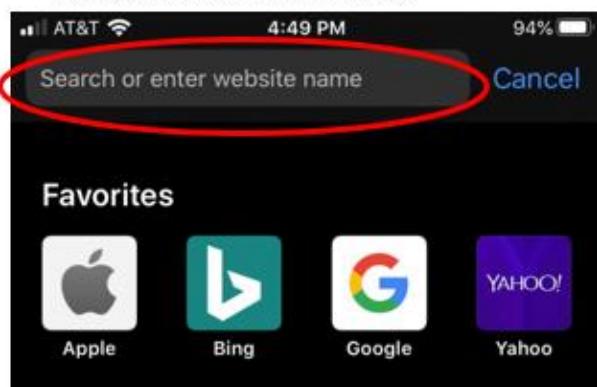
Web browser on a PC (desktop or laptop computer):



Web browser on mobile device:



Web browser on iPhone:



2) Click on the **Start Survey** button.



Home Contact Us Answers to Questions about the Study Main Project Website

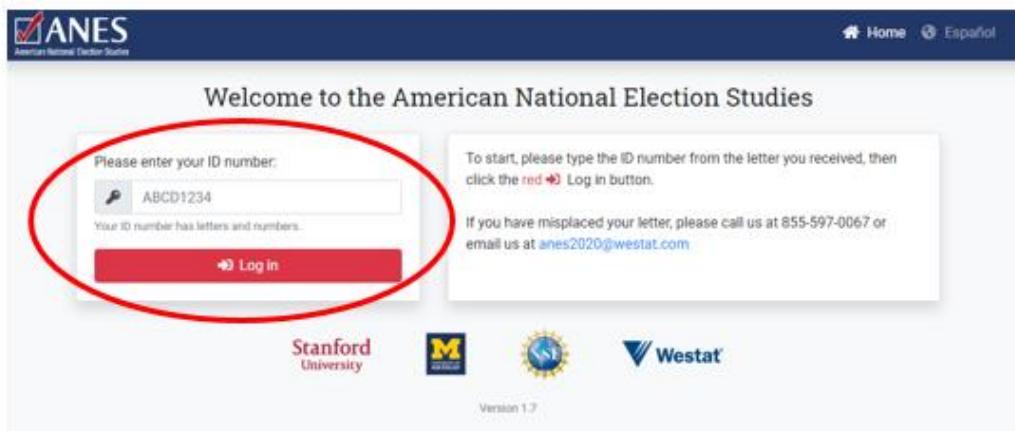
For over 65 years the American National Election Studies have worked to learn about people's opinions on many aspects of their lives, especially presidential elections. The 2020 study is a special new way to find out how Americans really think and feel about their society, politics, and many of the issues facing the country.

Your household was scientifically selected as part of a major effort to learn more about what Americans think and feel.

The study is being done by Stanford University and the University of Michigan, with funding from the National Science Foundation. We are not affiliated with any political or media group. Westat is a nationally known survey research firm based in Rockville, Maryland, conducting the surveys on behalf of Stanford University and the University of Michigan.

To start the survey, click here: **Start Survey**

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.

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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 \${INCENTIVE} as a thank-you.

Answers to Questions about the Study – Push to Phone Letter 3B-8/3B-18

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.

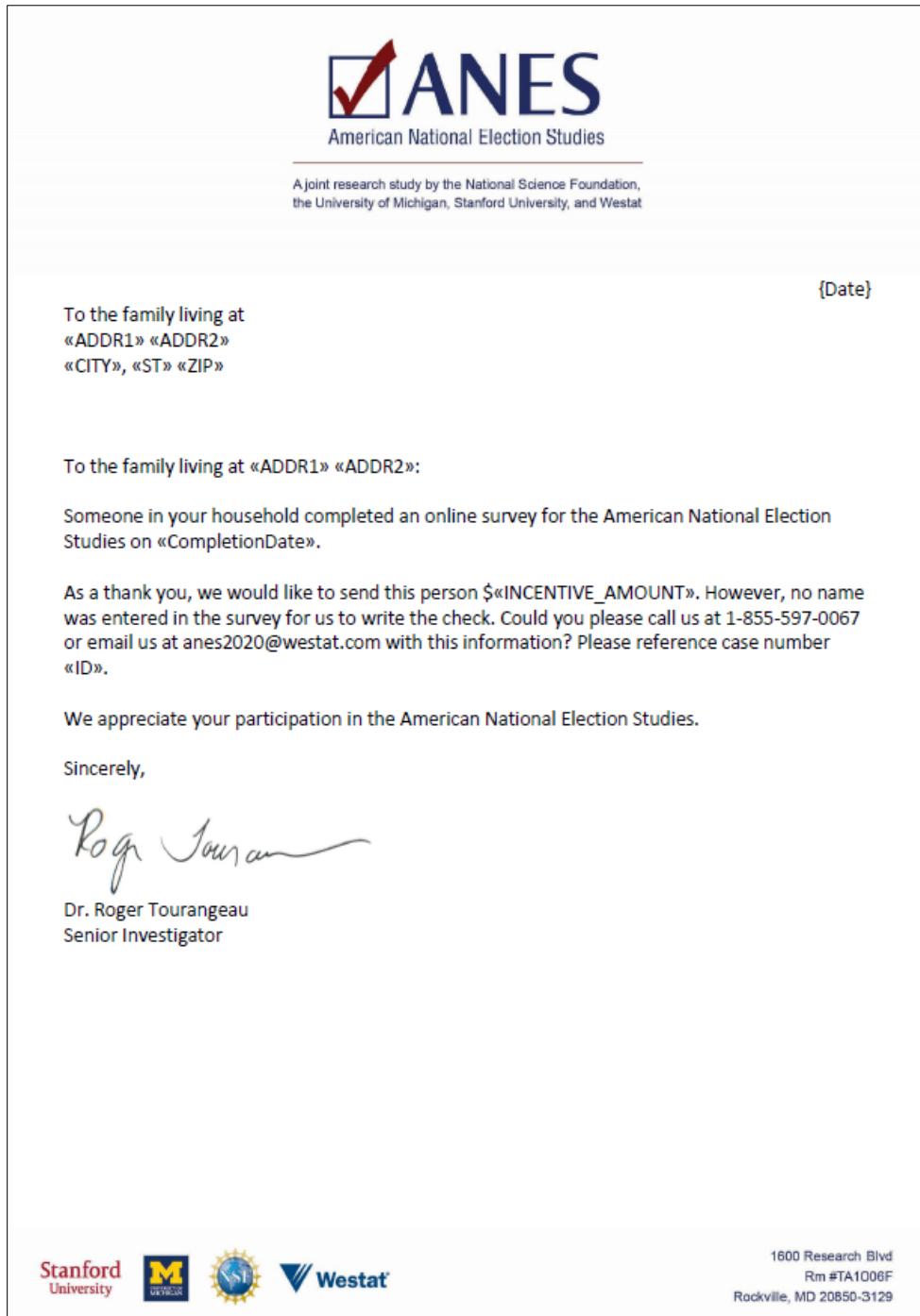
WHEN R IS ON THE LINE: I'm calling on behalf of Stanford University and the University of Michigan about the American National Election Studies. We would like to give you \$200 to participate in this research study by completing a telephone interview. It takes about 90 minutes. Can we get started now?

FREQUENTLY ASKED QUESTIONS:

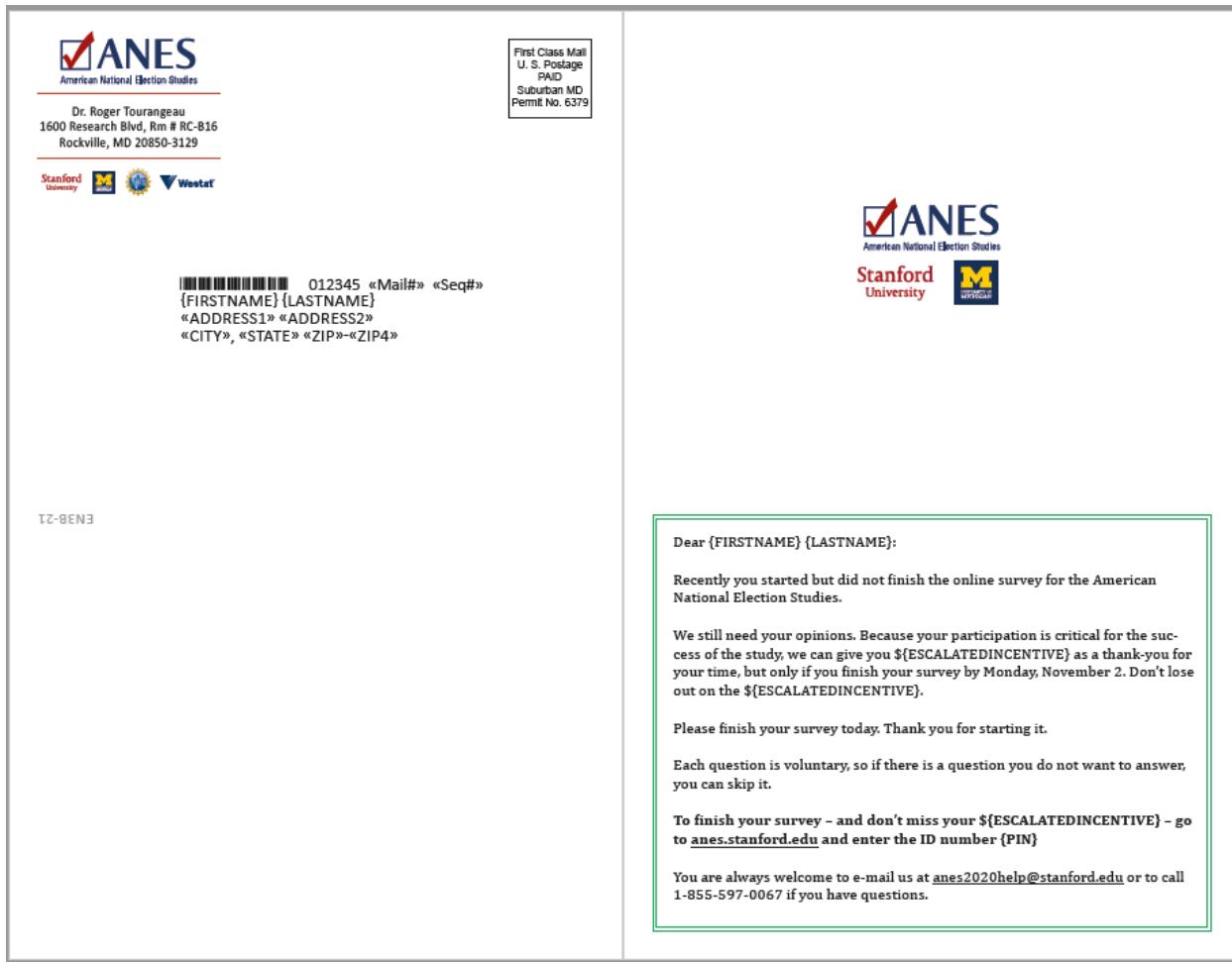
- **WHAT IS THIS ABOUT?** This is an academic research study. It is being conducted by Stanford University and the University of Michigan. It will discover what the American people think and feel about their society, politics, and many of the issues facing the country. By taking part, you help provide 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, and 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

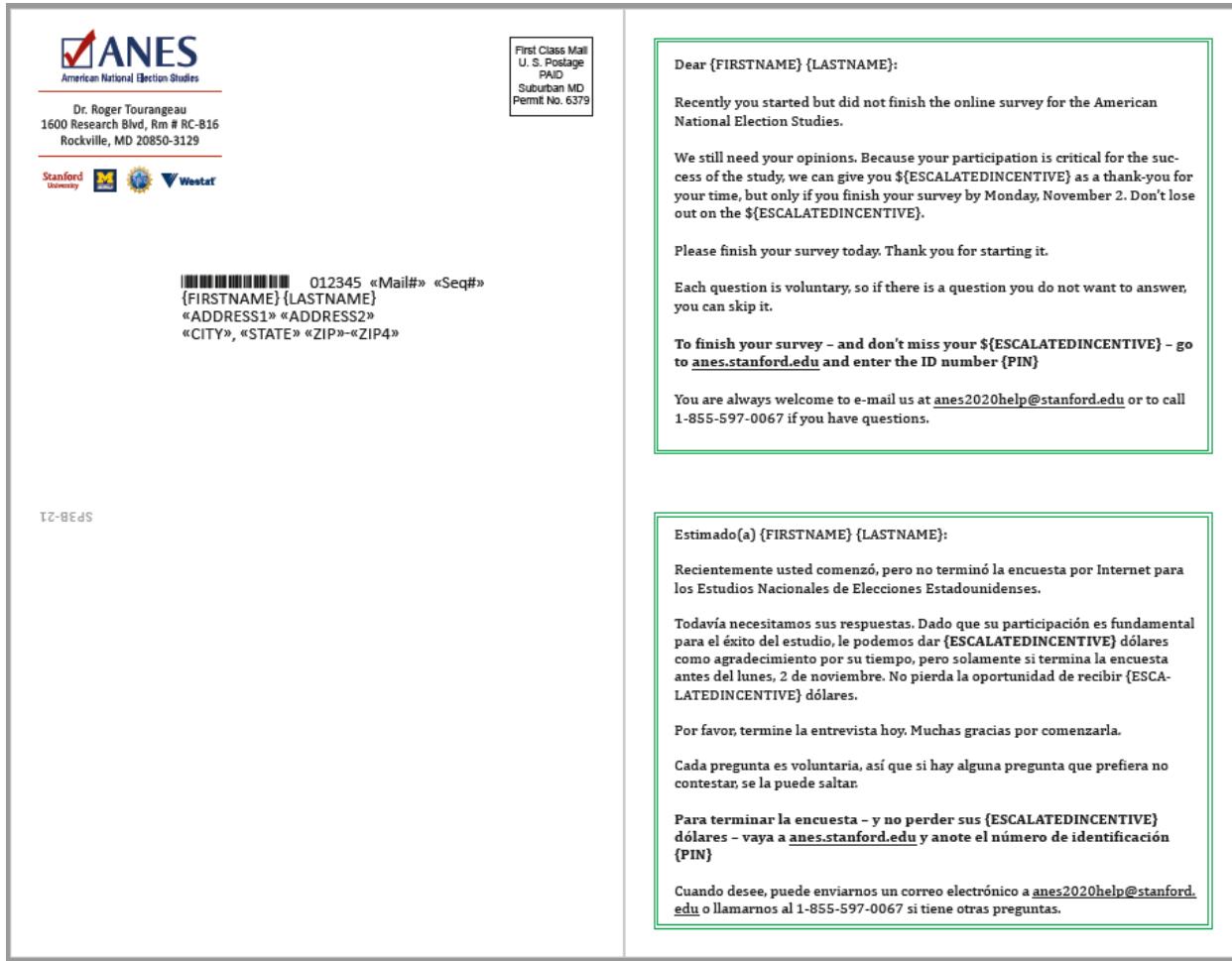
Missing name letter



Reminder to finish postcard 3B-21 (English)

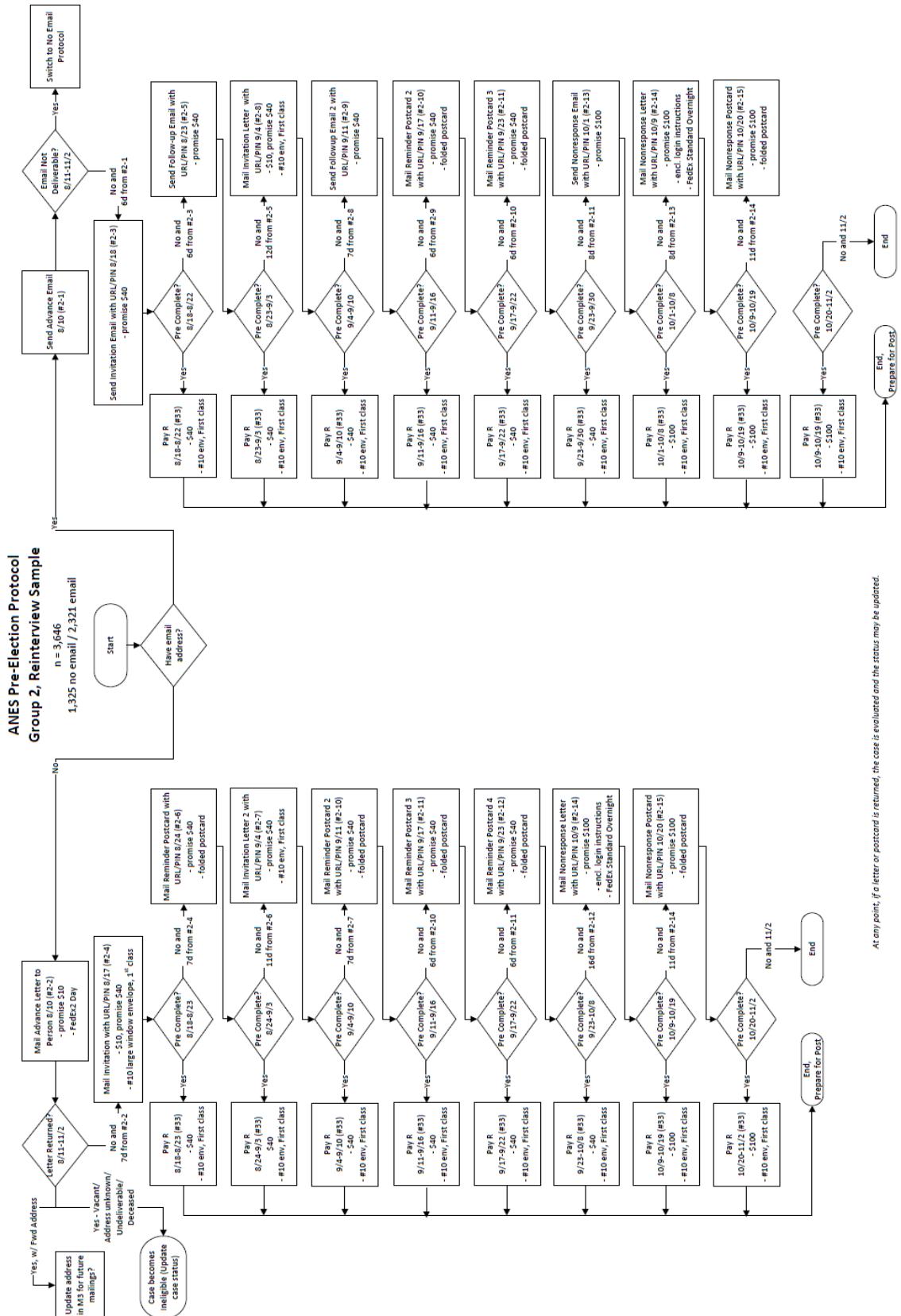


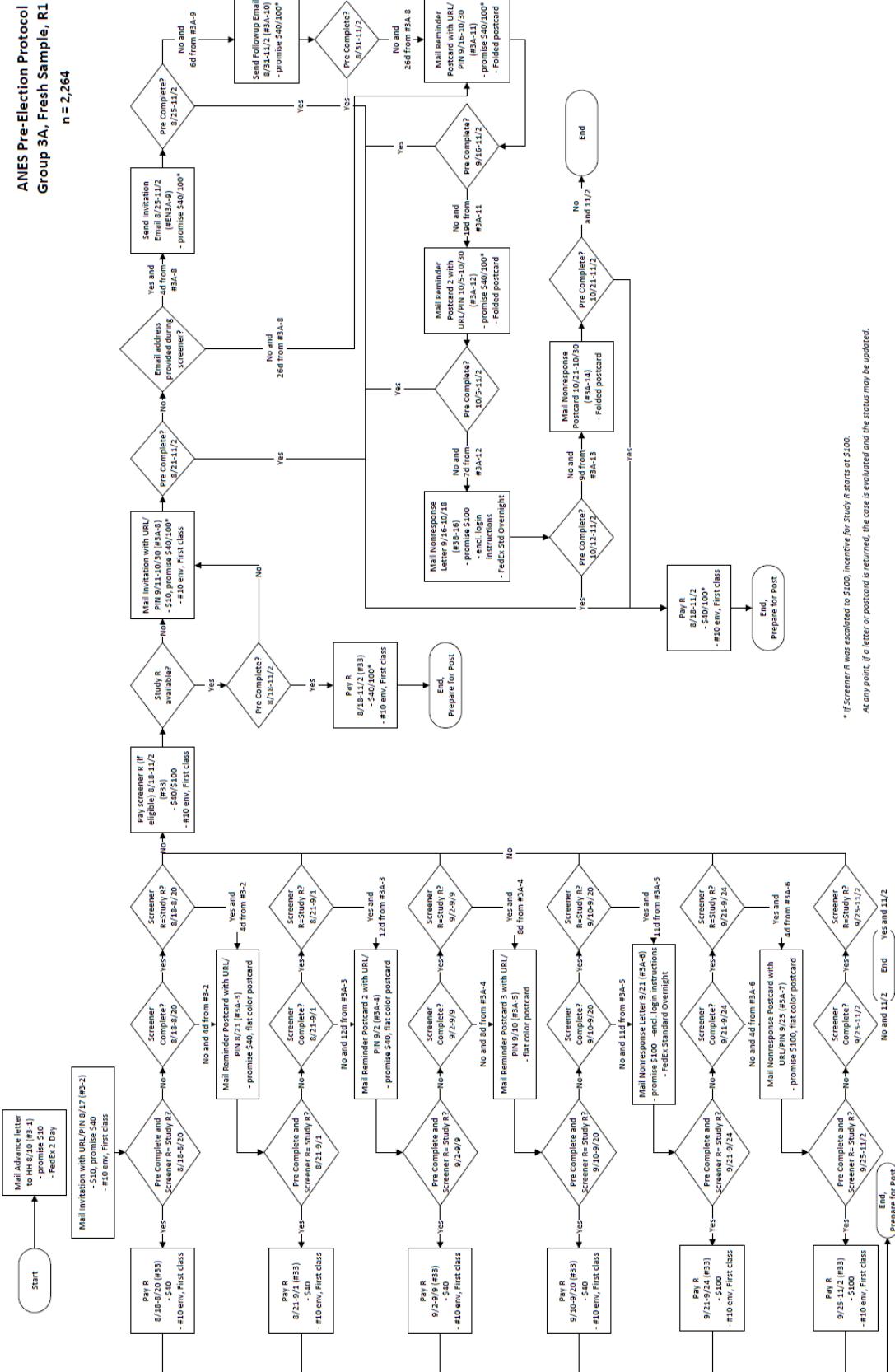
Reminder to finish postcard 3B-21 (Bilingual)

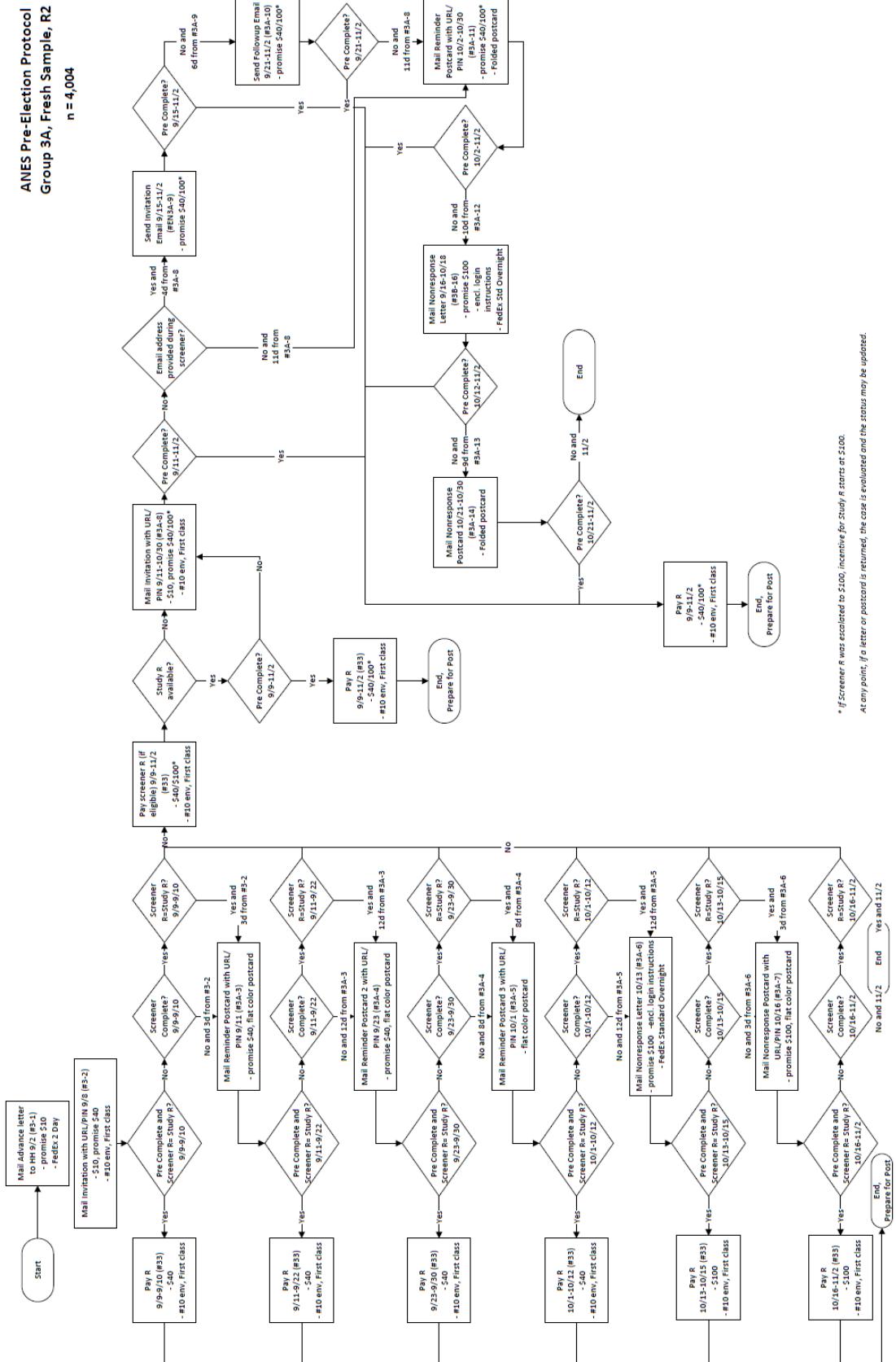


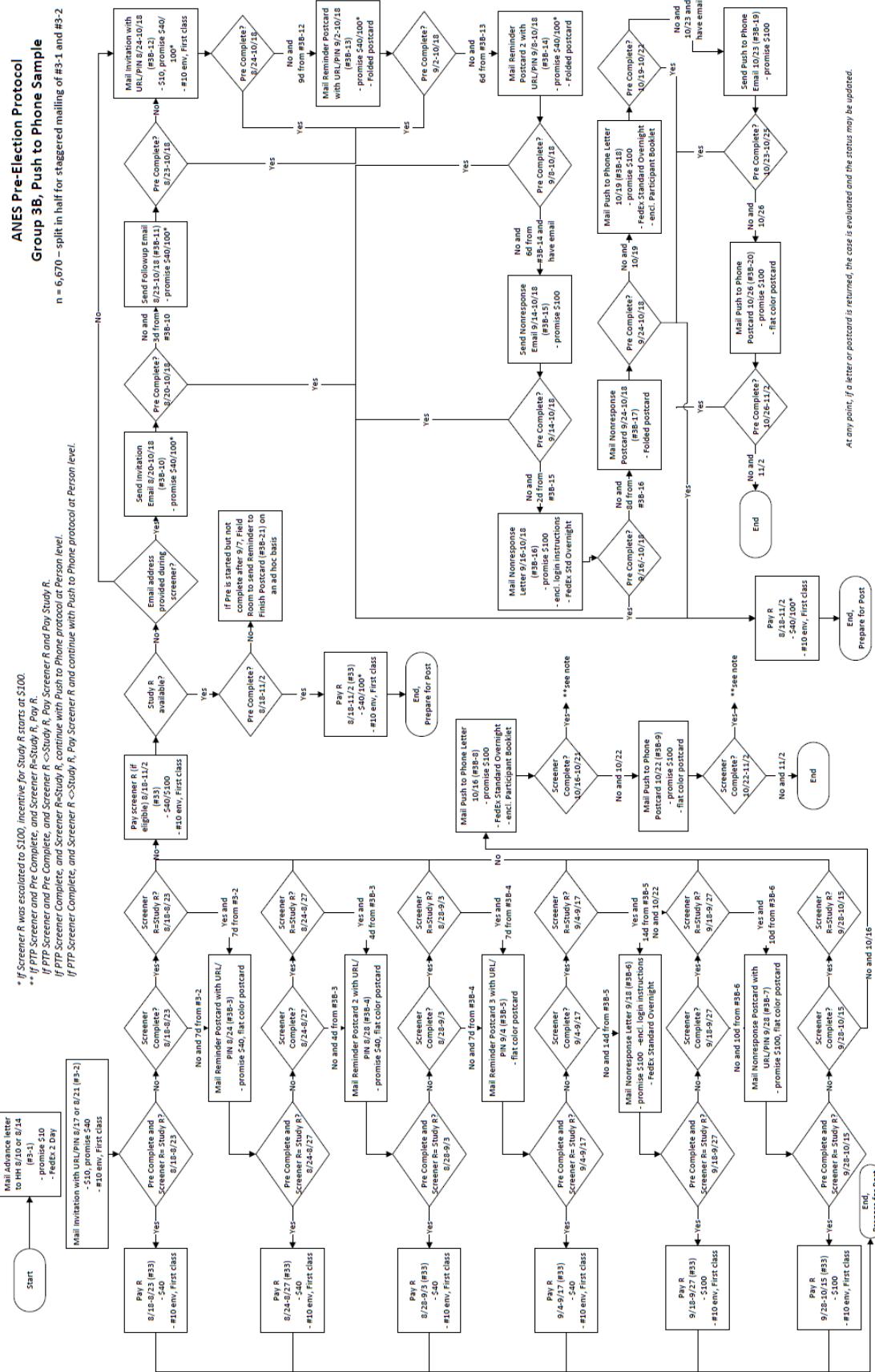
APPENDIX G: INTERNET PROCESS FLOWCHARTS

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.









Group 3C: note that flowchart legend says 3B but should say 3C.

