

How Does Questionnaire Design Affect Party ID?

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Background

What we're looking at and why



Introduction

- Lots of research on order effects and context effects
- Researchers hypothesize placement of party ID (PID) affects results
 - Some swear by asking up front, others at the end
 - Literature shows mixed results

Research Questions

- How does asking PID in beginning vs. at the end affect results?
- Is this effect moderated at all by survey topic?



Methods

How we conducted this research

Experimental Design

- Used one wave of monthly online omnibus
- Fielded two separate questionnaires – political, corporate
- Split sampled each questionnaire – PID asked up front vs end
- Weighted each split sample separately to GP targets
- Looked at weighted leaned party (party + party lean)

Corporate Survey	Political Survey
½ PID at beginning	½ PID at beginning
½ PID at end	½ PID at end

Party ID Questions

PARTY Generally, which party's candidates or policies do you tend to align with the most?

/* RANDOM ROTATE CHOICES */

1. Democratic
2. Republican
3. Independent
4. Other /* SPECIFY */ /* DO NOT ROTATE */
5. I don't align with any party /* DO NOT ROTATE */

PARTY_LEAN (IF C3-5): Do you tend to...? /* RANDOM ROTATE CHOICES */

1. Lean Democrat
2. Lean Republican
3. Other /* DO NOT ROTATE */
4. Neither /* DO NOT ROTATE */

Data Collection

- General population survey of US adults 18+
- Nonprobability web panel
- Quotas for age x gender, region, education, race/ethnicity
- Field dates: May 1-4, 2017
- Political survey n=1002
- Corporate survey n=2004

Results

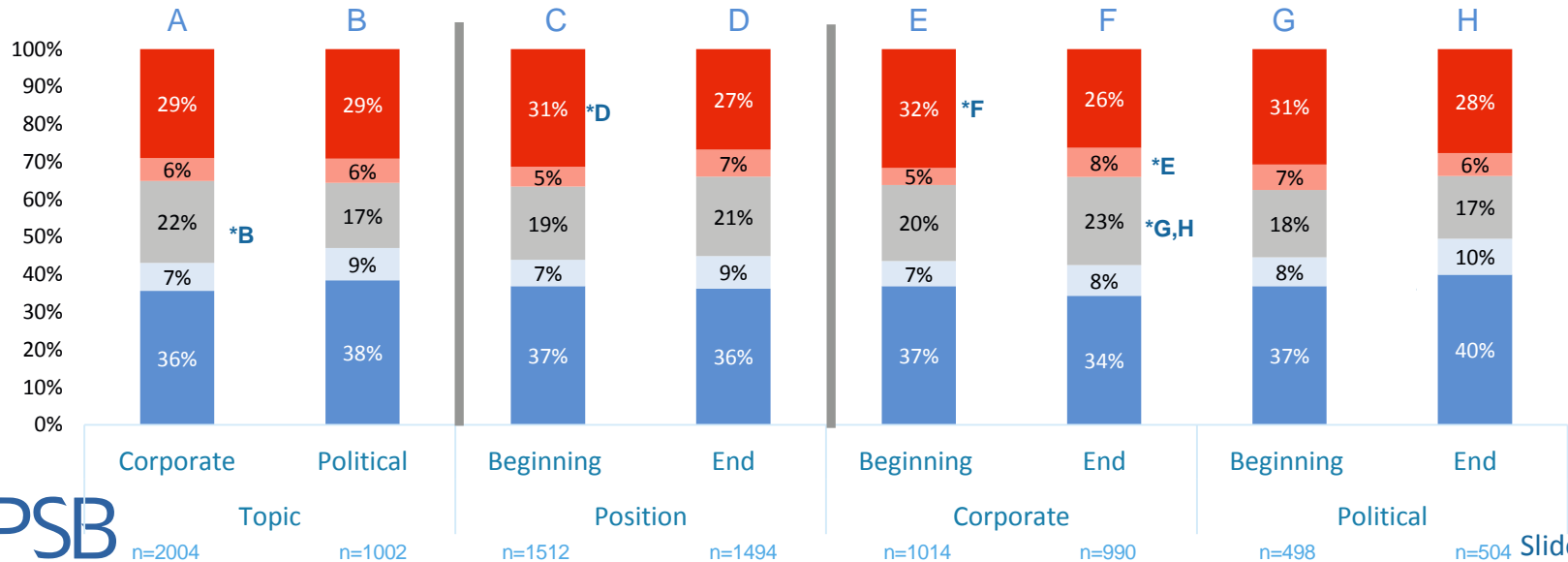
What we found

Results

Topic and Position Affect Party ID

- Corporate higher % Ind. than Political; Beginning higher % Rep. than End
- Corporate: higher Rep. at start, higher Rep lean at End; Independent > Political Ind.

Party ID by Topic, Position, and Topic x Position





Conclusion

What we learned and how to use it

Conclusion

Summary

- Topic matters
 - Corporate survey will likely have fewer partisans than a political survey
 - This could be break off or context effect
- Position matters
 - Asking PID at the beginning results in more Reps than asking at the end
 - Asking PID at the end leads to a less partisan sample for Corporate than Political
- What to do with this?
 - PSB typically asks PID at the beginning to get a clean read
 - Others don't want to prime people to respond to survey through a partisan lens

Conclusion

Limitations

- Nonprobability sample
- Only tested two topics, perhaps others would yield different results
- Political survey likely underpowered

Thank you!

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Results

Topic and Position Affect Party ID

- Corporate higher % Independent than Political, especially at End
- Political higher % Dem/Dem lean at the End

Party ID by Topic, Position, and Topic x Position

