Using Two-Wave Dual Frame RDD Telephone Pre-election Poll in the 2012 Korean Presidential Election

Sun-Woong Kim[1], Michael W. Traugott[2], Nojin Kwak[2], Eun-Hee Choi[1], Ha-Na Lee[1]

[1]Dongguk University Survey & Health Policy Research Center,
[2]University of Michigan

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OUTLINE

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1 Purpose of Study

1. Purpose of Study

Before 2012 Korean presidential election we conducted a **_university-based panel survey_** using scientific and systematic survey methods regarding the following issues:

- ☐ Changes in support for presidential candidates
- ☐ Public awareness of main candidates' policy proposals
- ☐ Interests in politics, political engagement, and views on politics
- ☐ Nominating public interests (top priorities for the president)

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2 Sample Design

2. Sample Design

Dual Frame RDD Design

Using dual frame design to eliminate the coverage bias due to cell-only populations

Sampling Landline Phone Numbers

List-assisted RDD sampling based on 100-banks for a landline sample (Kim *et al.*, 2012, IJPOR)

Sampling Cell Phone Numbers
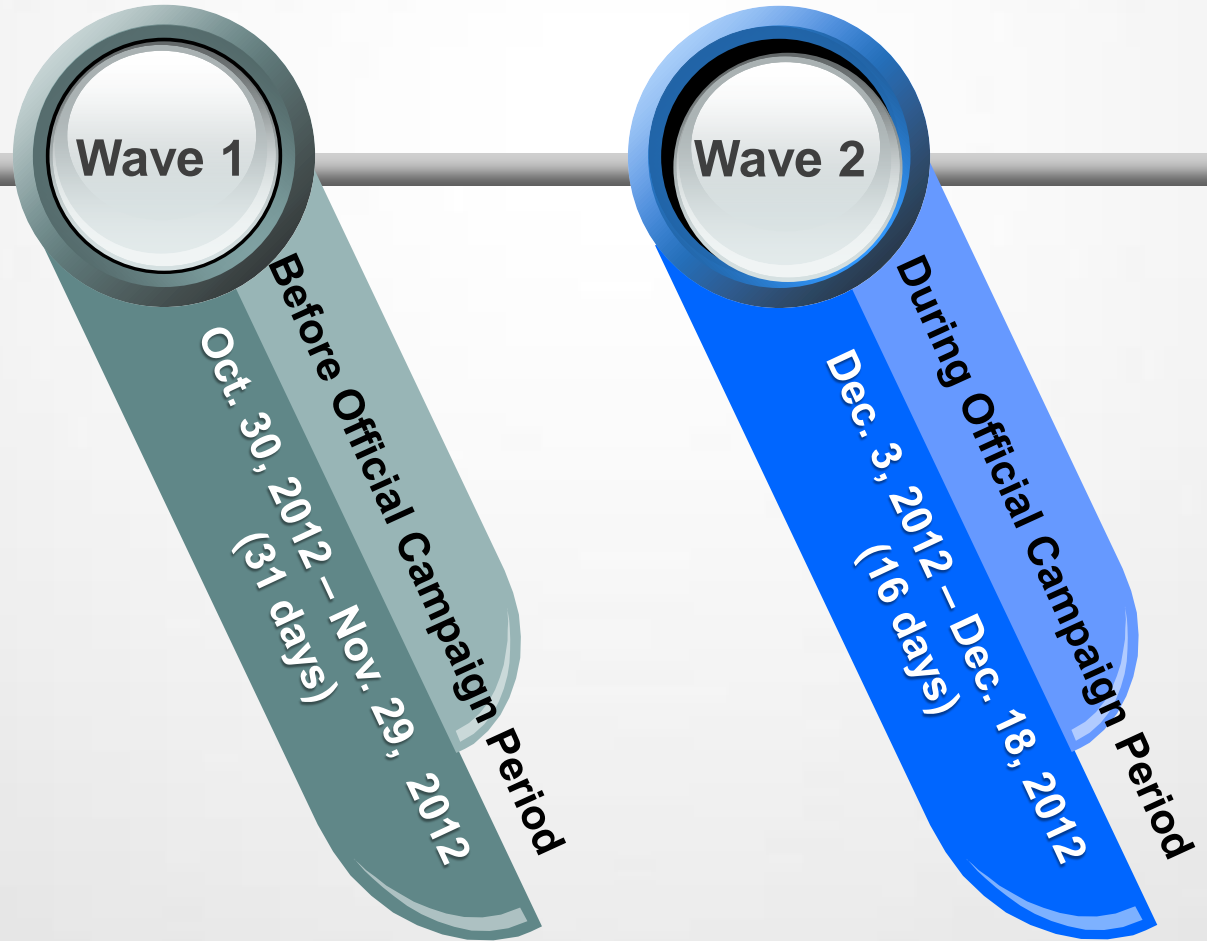
RDD sampling based on 10,000-banks for a cell phone sample

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2. Sample Design (Cont.)

Wave 1	Sample size: 800 individuals (400 for a landline sample, 400 for a cell phone sample)
Wave 2	Sample size: 501 individuals (200 for the landline sample, 301 for the cell phone sample) Retention rate: 63%
Strategy to maintain panel members	1) At wave1, asking for a voluntary participation at wave 2 (providing information about a survey incentive at wave 2) 2) Calling all respondents at wave 1 and encouraging their participation (due to a low participation rate or non-contacts at wave 2)
Sampling individuals	Randomly selecting one among individuals aged 19 or over using each RDD sample number regardless of landline or cell phone numbers
Weighting	RDD initial weight Removal of out-of-scope numbers Non-response adjustment Person-level weight (Kim *et al.*, 2005, 2011, 2012) Person-level non-response adjustment Post-stratification Wave non-response adjustment

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3 Fieldwork Periods

3. Fieldwork Periods

Wave 1

Before Official Campaign Period
Oct. 30, 2012 – Nov. 29, 2012
(31 days)

Wave 2

During Official Campaign Period
Dec. 3, 2012 – Dec. 18, 2012
(16 days)

Events

- Withdrawing Cheol-soo Ahn's Candidacy (Nov. 23)
- Candidate Registration Period (Nov. 25 – 26)
- TV Debates (Dec. 4, 10, 16)

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4 Data Collection Methods

4. Data Collection Methods

CATI	Up-to-date CATI system and well-trained interviewers
Num. of contacts at wave 1	Landline: maximum 13 Cell phone: maximum 17
Num. of calls for refusal conversion	Soft refusal: minimum 2-3 Hard refusal: minimum 2-3 Adamant refusal: minimum 1-2

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5 **Results**

- **Response Rates**

- Demographic Distributions by Frame and Wave

- Changes in Support for Candidates

- Public Awareness of Main Candidates' Policy Proposals

- Interests in Politics, Political Engagement, and Views on Politics

- Nominating Public Interests

5. Results

- **Response Rates (RR5)**

Frame	Wave 1 (n=800)	Wave 2 (n=501)
Landline Frame	50.8%	34.1%
Cell Frame	71.8%	65.7%
Dual Frame	59.5%	47.9%

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5. Results (Cont.)

- **Gender Distribution of Respondents by Frame and Wave**

Frame	Wave 1 (Male / Female)	Wave 2 (Male / Female)	Population of voters (Male / Female)
Landline Frame	39.5% / 60.5%	41.5% / 58.5%	
Cell Frame	63.5% / 36.5%	62.1% / 37.9%	49.4% / 50.6%
Dual Frame	51.5% / 48.5%	53.9% / 46.1%	

5. Results (Cont.)

- **Age Distribution of Respondents by Wave in Landline Frame**

Age group	Wave 1	Wave 2	Population of voters
19 - 29	8.5%	9.0%	18.1%
30 - 39	11.5%	11.5%	20.1%
40 - 49	21.5%	18.0%	21.8%
50 - 59	22.0%	19.0%	19.2%
60 or over	36.5%	42.5%	20.8%

5. Results (Cont.)

- **Age Distribution of Respondents by Wave in Cell Frame**

Age group	Wave 1	Wave 2	Population of voters
19 - 29	18.2%	16.5%	18.1%
30 - 39	21.3%	18.2%	20.1%
40 - 49	23.5%	22.3%	21.8%
50 - 59	21.0%	19.8%	19.2%
60 or over	16.0%	23.2%	20.8%

5. Results (Cont.)

- **Age Distribution of Respondents by Wave in Dual Frame**

Age group	Wave 1	Wave 2	Population of voters
19 - 29	13.4%	14.0%	18.1%
30 - 39	16.4%	15.2%	20.1%
40 - 49	22.5%	20.7%	21.8%
50 - 59	21.5%	20.2%	19.2%
60 or over	26.2%	29.9%	20.8%

5 **Results**

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- Nominating Public Interests

5. Results (Cont.)

- **Estimated Vote Share (weighted)**

Question:
If the presidential election were being held TODAY, who would you vote for?

Candidate	Wave 1	Wave 2	Election Results
Geun-hye Park*	45.3%	50.7%	51.6%
Jae-in Moon**	24.9%	46.6%	48.0%
Cheol-soo Ahn*	25.7%		
Others	4.1%	2.7%	0.4%

*Dominant Party, **Democratic Party, ***Independent

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5. Results (Cont.)

- **Changes in Support for Candidates**

Wave 1 ＼ Wave 2	Park	Moon	Others
Park*	47.1%	0.7%	0.4%
Moon**	2.8%	22.7%	0.0%
Ahn***	**3.4%**	**19.3%**	**0.5%**
Others	0.4%	2.0%	0.7%

*Dominant Party, **Democratic Party, ***Independent

5. Results (Cont.)

- **Changes in Support for Candidates by Gender**

Wave 1	Wave 2 Park	Moon
Park	47.1% (Male: 54%, Female: 46%)	0.7% (Male: 49%, Female: 51%)
Moon	2.8% (Male: 82%, Female: 18%)	22.7% (Male: 44%, Female: 56%)
Ahn	3.4% (**Male: 67%**, Female: 33%)	19.3% (**Male: 53%**, Female: 47%)

5. Results (Cont.)

- **Changes in Support for Candidates by Age**

Wave 1 \ Wave 2	Park	Moon
Park	47.1% (**20-29: 9%, 30-39: 10%, 40-49: 20%, 50-59: 27%, 60 or over: 33%**)	0.7%
Moon	2.8%	22.7% (20s: 19%, 30s: 27%, 40s: 28%, 50s: 13%, 60s or older: 13%)
Ahn	3.4%	19.3% (**20-29: 38 %, 30-39: 21%, 40-49: 15%, 50-59: 14%, 60 or over: 11%**)

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5. Results (Cont.)

- **Estimated Vote Share for Park and Moon in Wave 1**

Candidate	Vote Share	Election Results
Park	52.5%	51.6%
Moon	47.8%	48.0%

5. Results (Cont.)

- **Public Awareness Level of Main Candidates' Policy Proposals**

> **Please, name the candidate who proposed the following policy:**
> **"Tax Increases for the Top 1% Super-Rich" (by Moon)**

Wave 1 \ Wave 2	Park	Moon	Don't know
Park	7.9%	2.8%	4.0%
Moon	3.3%	**12.3%**	4.5%
Ahn	0.9%	6.7%	2.3%
Don't know	15.2%	9.2%	**30.9%**

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5. Results (Cont.)

- **Public Awareness Level of Main Candidates' Policy Proposals**

> **Please, name the candidate who proposed the following policy:**
> **"Welfare System by Life-Cycle" (by Park)**

Wave 1 / Wave 2	Park	Moon	Don't know
Park	**12.2%**	2.7%	3.8%
Moon	3.8%	5.7%	6.1%
Ahn	5.0%	6.2%	2.9%
Don't know	14.1%	7.7%	**29.8%**

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5. Results (Cont.)

- **Public Awareness Level of Main Candidates' Policy Proposals**

> **Please, name the candidate who proposed the following policy:**
> **"Blind Employment System" (by Moon)**

Wave 1 \ Wave 2	Park	Moon	Don't know
Park	2.1%	1.2%	1.3%
Moon	0.9%	**6.2%**	3.1%
Ahn	1.6%	8.6%	7.0%
Don't know	7.1%	11.4%	**49.5%**

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5 **Results**

- Response Rates
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- **Interests in Politics, Political Engagement, and Views on Politics**
- Nominating Public Interests

5. Results (Cont.)

- **Interests in Politics**

Question: I am interested in politics.

Scale	Wave 1	Wave 2
1 Never	31.1%	23.4%
2	15.3%	15.5%
3	25.8%	22.0%
4	11.7%	14.7%
5	7.3%	11.8%
6 Always	8.8%	12.6%

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5. Results (Cont.)

- **Trust in Politicians**

> **Question: Regardless of who is elected, I don't trust the politicians.**

Scale	Wave1	Wave2
1 Never	22.4%	18.9%
2	13.8%	19.4%
3	23.5%	21.8%
4	12.6%	13.4%
5	9.0%	10.9%
6 Always	18.7%	15.6%

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5. Results (Cont.)

- **Voter Turnout By Gender and Age**

Age	Percentage of Voters	Voter Turnout		
		Total	**Male**	**Female**
19	1.8%	74.0%	72.5%	75.7%
20-29	16.3%	68.5%	67.4%	69.7%
30-39	20.1%	70.0%	66.9%	73.3%
40-49	21.8%	75.6%	73.5%	77.7%
50-59	19.2%	82.0%	81.0%	82.9%
60 or over	20.8%	80.9%	85.9%	77.1%
Total	100.0%	75.6%	74.8%	76.4%

Source: National Election Commission Survey

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5. Results (Cont.)

- **Political Engagement**

Question: I recommended the vote to other people. (Male)
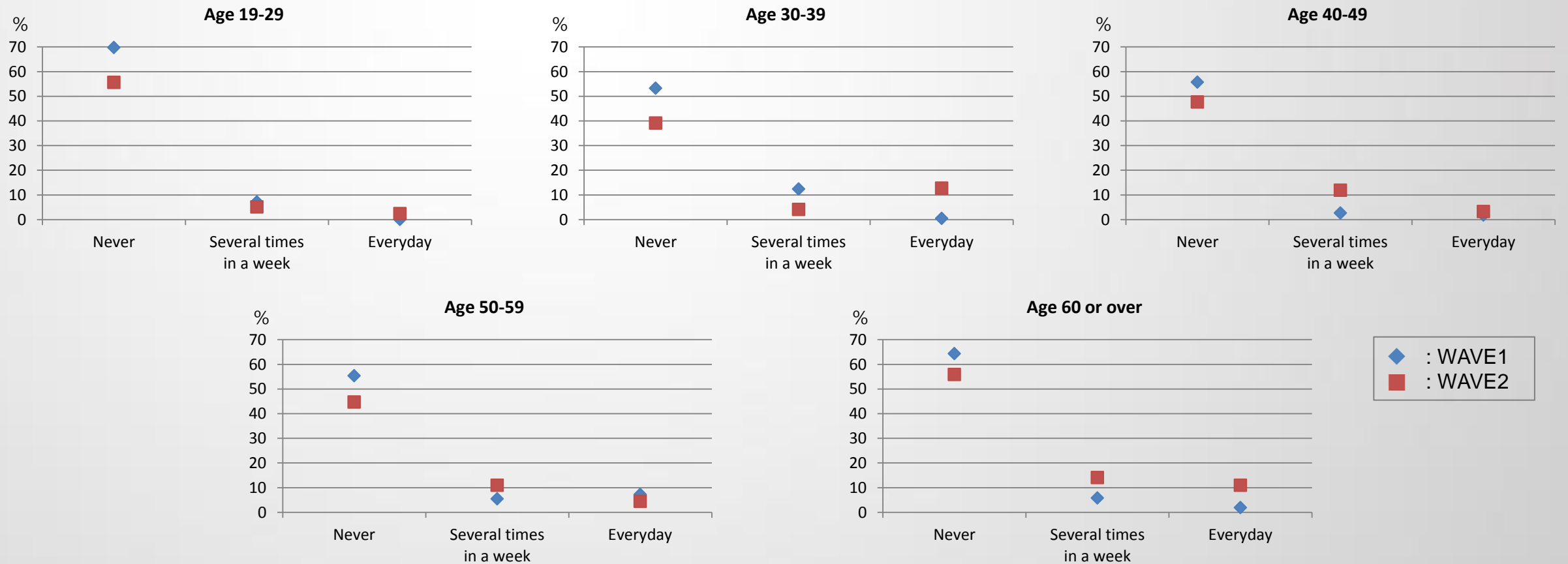
Age 19-29

Age 30-39

Age 40-49

Age 50-59

Age 60 or over

◆ : WAVE1
■ : WAVE2

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5. Results (Cont.)

- **Political Engagement** (Cont.)

Question: I have ever talked my family about politics. (Male)

Age 19-29

Age 30-39

Age 40-49

Age 50-59

Age 60 or over

: WAVE1
: WAVE2

5. Results (Cont.)

- **Political Engagement** (Cont.)

Question: I recommended the vote to other people. (Female)

5. Results (Cont.)

- **Political Engagement** (Cont.)

Question: I have ever talked my family about politics. (Female)

Age 19-29

Age 30-39

Age 40-49

Age 50-59

Age 60 or over

◆ : WAVE1
■ : WAVE2

5 **Results**

- Response Rates

- Demographic Distributions by Frame and Wave

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- Interests in Politics, Political Engagement, and Views on Politics

- **Nominating Public Interests**

5. Results (Cont.)

- **Landline Sample (RR: 79%)**

> **Question (Wave 1) :**
> **Please, tell me what your top priority for the president-elect is.**

Answers	%
Economic growth & Price stabilization	40.0
Politics without corruption	35.8
Welfare policy for ordinary people	7.4
National security	4.3
Reform of educational system	4.3
Benefits for the farmers	2.8
Others	2.3
Welfare policy for the elderly and disabled	1.7
Strengthening social safety	1.4
Total	100

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5. Results (Cont.)

- **Cell Phone Sample (RR: 67%)**

> **Question (Wave 1) :**
> **Please, tell me what your top priority for the president-elect is.**

Answers	%
Politics without corruption	45.8
Economic growth & Price stabilization	15.8
Welfare policy for ordinary people	14.3
Reform of educational system	7.4
Fulfilling the election pledges	6.5
Job creation	3.6
Others	2.7
National security	1.8
Welfare policy for the elderly and disabled	1.5
Benefits for the farmers	0.6
Total	100

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5. Results (Cont.)

- **Dual Frame Sample (RR: 73%)**

Question (Wave 1) :
Please, tell me what your top priority for the president-elect is.

Answers	%
Politics without corruption	40.7
Economic growth & Price stabilization	28.2
Welfare policy for ordinary people	10.8
Reform of educational system	5.8
Fulfilling the election pledges	3.2
National security	3.1
Others	2.5
Benefits for the farmers	1.7
Job creation	1.7
Welfare policy for the elderly and disabled	1.6
Strengthening social safety	0.7
Total	100

6 **Concluding Remarks**

6. Concluding Remarks

Advanced Survey Methodology

Conducting the first Dual (landline, cell phone) RDD panel survey in Korea: University-based survey

Using a panel of individuals selected randomly, not a panel of recruited volunteers only

Exploring the possibility of using RDD panel

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6. Concluding Remarks (Cont.)

Advanced Survey Methodology

Survey with up-to-date CATI system and sufficient call-backs in order to increase the accuracy of survey

Identifying the different characteristics between the samples of landline frame and the cell phone frame

Applying more appropriate weighting methods for telephone survey

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6. Concluding Remarks (Cont.)

- **Key Findings**

Analyzing the changes in support for the candidates before and during the official campaign

Very low level public awareness of main candidates' policy proposals

About half of voters are indifferent to politics and one third never trust the politicians

Verifying the voters' behaviors to be an indication of a higher voter turnout in specific age groups (50 or over)

The top priority of the voters: "politics without corruption"

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THANK YOU

Contact at: sunwk@donggk.edu