

Author(s): Stoker, Laura and Jake Bowers

Title: Designing Multi-Level Studies: Sampling Voters and Electoral Contexts

Date: January, 2001

NES Technical Report Number: nes010281

Dataset(s):

Abstract

Every two years in the U.S., 435 congressional elections take place that scholars study using data from the National Electoin Studies (NES) survey of the American electorate. With a focus on sampling, this article explores two issues: (1) How to best design a national election study if the aim is to understand voting behavior within and across subnational contexts; and (2) How, by comparison, the existing NES surveys have been designed. Although our arguments specifically address how one should sample individuals and congressional districts in the U.S., our conclusions apply to any situation where one is sampling micro-level units nested within diverse and influential macro-level contexts.