

THE COLLABORATIVE MULTIRACIAL POST-ELECTION SURVEY (CMPS)

Matt Barreto
UCLA

Lorrie Frasure-Yokley
UCLA

Edward Vargas
ASU

Janelle Wong
Maryland

The 2008 CMPS

The first multiracial and multilingual post-election survey of registered voters across multiple states and regions in a presidential election.

- 4,563 registered voters: Asian (n=919), Black (n=945), Latino (n=1577), and White (n=1122).
 - Mode: telephone
 - Sample: registered voters
 - The survey was available in: English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese.
 - Contextual data appended
-
- Co-Principal Investigators Matt Barreto, Lorrie Frasure-Yokley, Ange-Marie Hancock, Sylvia Manzano, Karthick Ramakrishnan, Ricardo Ramirez, Gabe Sanchez, and Janelle Wong. ICPSR35163-v1. Ann Arbor, MI: Inter-university Consortium for Political and Social Research [distributor], 2014-08-21. <http://doi.org/10.3886/ICPSR35163.v1>

The 2012 CMPS

A national, multiracial and multilingual post-election survey

- 2,616 registered voters: Black (n=804), Latino (n=934), or white (n=878).
 - Mode: Online / Knowledge Networks GfK
 - Sample: registered voters
 - Survey available in English or Spanish
 - Contextual data appended
-
- Co-Principal Investigators Lorrie Frasure-Yokley, Ange-Marie Hancock, Gabe Sanchez, and Ali Valenzuela.

Why “Go Cooperative” in 2016?

- In spring 2016, scholars were invited to collaborate on the 2016 Collaborative Multi-Racial Post-Election Survey (CMPS).
- The goal of the project was to create the first cooperative, 100% user content driven, multi-racial, multi-ethnic, multi-lingual, post-election online survey in race, ethnicity and politics (REP) in the United States.
- The cooperative survey was self-funded, by academic researchers, through the purchase of question content by contributors.

Features of Cooperative

- Questions were user-generated from a team of 86 social scientists, from 55 different universities, across 17 academic disciplines.
- Scholars purchased 1-7 minutes of content, \$2500 per minute (3-4 standard questions)
- Users could submit questions for just one single racial group, or common questions across all four racial groups, depending on their interest.
- In cases where two different users submitted very similar questions the PIs worked to create a single common question.

Features of Cooperative

- The survey is among the first to use an online platform in combination with web-based random sampling directly from the voter registration rolls.
- Survey included experiments, video or audio stimuli, and split sample experimentation in question wording or format, open-ended, close-ended, thermometers, and much more.
- Project builds an academic pipeline of scholars in the social sciences, and brings together a multidisciplinary group of researchers at varying stages of their careers.

CMPS 2016 Sample

Table 1. 2016 CMPS overall sample sizes, by race/ethnicity.

	Total	Latino	Black	Asian	White
Registered to vote	6024	1816	2002	1503	703
Not registered	4121	1187	1100	1503	331
Total	10,145	3003	3102	3006	1034

- Mode: online, from multiple sources
- Available in English, Spanish, Chinese, Korean, Vietnamese
- 394 questions, self-administered, 43.2 minutes average
- **Extensive contextual data was appended at zip code level for all 10,145 respondents**

CMPS 2016 Sample

- Full adult sample with both registered voters and non-registered
- Data for registered voters comes from the national voter registration database email sample
- Non-registered voters were randomly selected from online panels of respondents from six nationally reputable panel vendors
- By working with six panels, we reduce non-coverage bias, and also bring in some panel vendors that have expertise in recruiting minority respondents into their panels

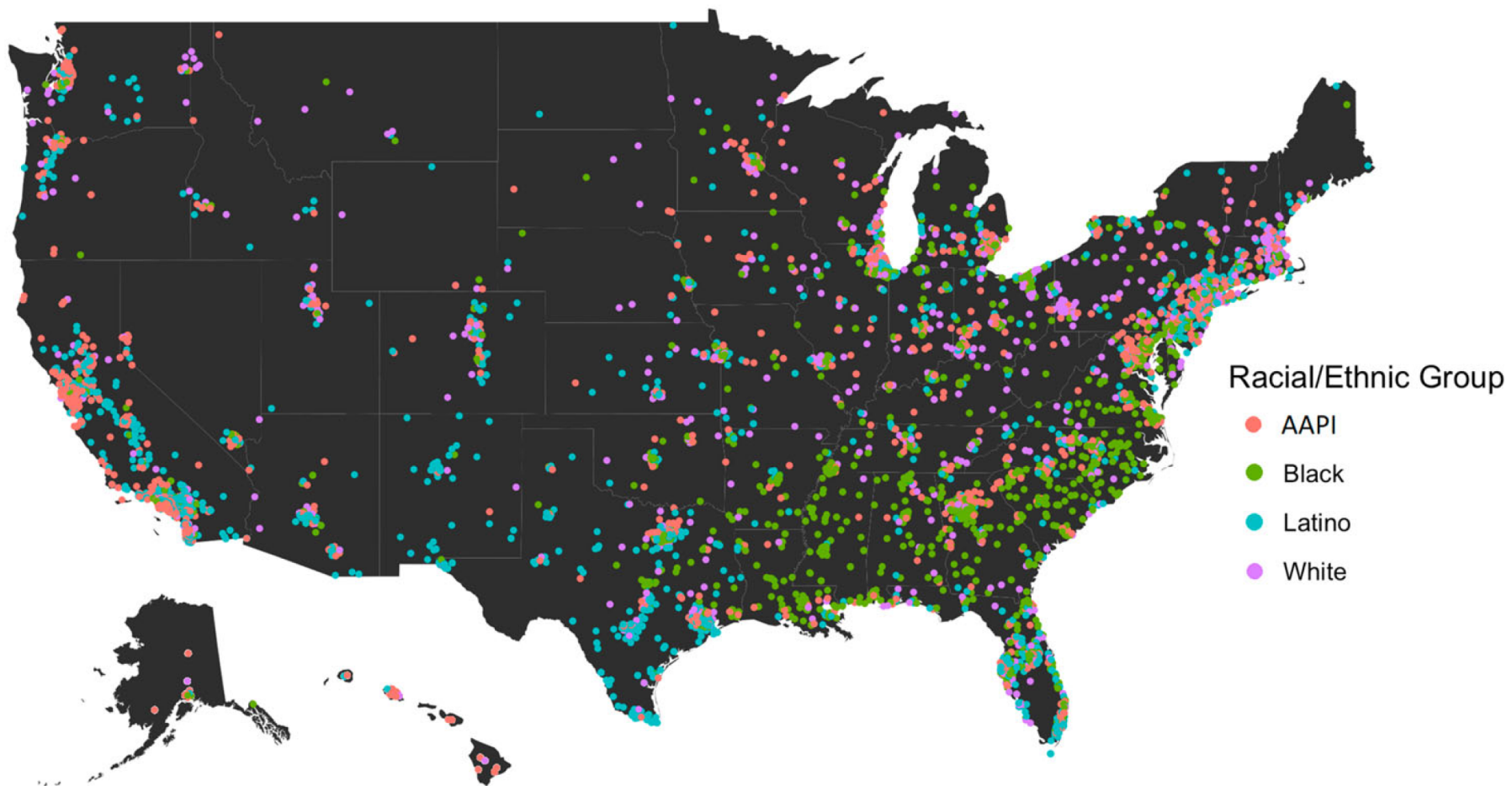


Figure 1. Map of 2016 CMPS respondents by race and geography.

2016 CMPS CONTRIBUTIONS TO THE SOCIAL SCIENCES AND BEYOND

Available to the Public

2016 CMPS webpage: <http://cmpsurvey.org/>

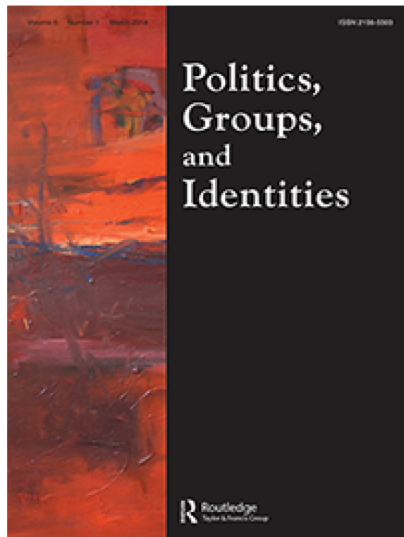
- Codebook
- National Topline, by racial/ethnic group (useful for research, teaching and community organizations)
- Methods Statement
- List of contributors
- Articles, blog posts, etc.

Data embargoed to contributors until 2021 Data Deposit to ICPSR

HOWEVER...

- All 86 contributors can coauthor with scholars within and outside of the cooperative, so long as a CMPS contributor is a co-author on the publication or research project.
- This encourages collaboration, strengthens the academic pipeline, creates access and research opportunities, particularly for graduate students, post-docs and junior faculty.

About the 2016 CMPS



POLITICS, GROUPS, AND IDENTITIES, 2018
VOL. 6, NO. 1, 171–180
<https://doi.org/10.1080/21565503.2017.1419433>

 **Routledge**
Taylor & Francis Group

REVIEW ARTICLE

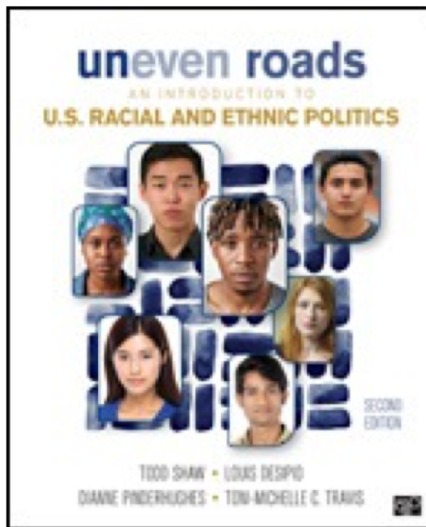


Best practices in collecting online data with Asian, Black, Latino, and White respondents: evidence from the 2016 Collaborative Multiracial Post-election Survey

Matt A. Barreto^a, Lorrie Frasure-Yokley^a, Edward D. Vargas^b and Janelle Wong^c

^aDepartment of Political Science, University of California, Los Angeles, CA, USA; ^bSchool of Transborder Studies, Arizona State University, Tempe, AZ, USA; ^cAmerican Studies & Asian American Studies, University of Maryland, College Park, MD, USA

CMPS Data Featured in Academic Textbook and a Growing Number of Publications!



Uneven Roads SECOND EDITION

An Introduction to U.S. Racial and Ethnic Politics

[Todd Shaw](#) - University of South Carolina, Columbia, USA

[Louis DeSipio](#) - University of California, Irvine, USA

[Dianne Pinderhughes](#) - University of Notre Dame, USA

[Toni-Michelle C. Travis](#) - George Mason University, USA

February 2018 | 512 pages | CQ Press

CMPS Research Workshops and Writing Retreats

2-day Summer Workshop at UCLA and Writing Retreat in Washington, DC (APSA Headquarters)

- Workshops and writing retreats feature research presentations using data collected from the CMPS.
 - Bring together researchers at varying stages of their academic careers
 - We fund graduate students, post-docs, as well as faculty members smaller institutions, HBCUs and HSIs, with limited or no travel budget.
- We welcome research that features co-authorships with racial/ethnic diversity, gender balance, and junior-senior collaborations.

CMPS 2020 and Beyond

- **Expanded overall sample size to 20,000 respondents**

- 4,000 each Latino, African American, Asian American
- 2,000 Whites
- 2,000 Muslim Americans
- 1,000 black Caribbean immigrants
- 1,000 black African immigrants
- 1,000 Native American
- 1,000 Native Hawaiian

- **2020 – 2022 – 2024 CMPS Panel Study**

- Will focus on a subset of issues important to the study of race, ethnicity and politics in the United States over time.

- **Appended Aggregate-Level Contextual Data**

- Congressional district data
- Police / criminal justice data
- Immigration / ICE
- Facebook, Twitter, and other social media data

Our New CMPS Logo



CMPS

COLLABORATIVE MULTIRACIAL
POST-ELECTION SURVEY

Designed by Winner of CMPS Logo Design Competition: Christine Slaughter (REP Graduate Student). Logo design enhanced by graphic designers at www.coffeeandcharacters.com

CMPS CONTRIBUTORS VIDEO PRESENTATION

[VIDEO LINK](#) (full 9 mins)

[Short Video](#) (short 3 mins)