

Partisan Nonresponse All the Way Down

Abstract

Survey weighting and quota sampling assume that the respondents in a demographic cell represent the non-respondents in that cell. Using roughly two million online survey responses across three election cycles together with a same-time, five-firm survey experiment fielded in Spring 2024, we show this assumption does not hold: partisan non-response operates **within** demographic cells and below them. As a result, demographic weighting cannot remove it; only weighting on partisanship collapses topline variance to sampling error, and even that leaves critical subgroup estimates biased.

Biography

Marc Trussler is the Director of Data Science at the University of Pennsylvania's Program on Opinion Research and Election Studies and a Senior Elections Analyst on the NBCNews Decision Desk. He received his PhD from Vanderbilt University in 2019, and has published work on polling methodology, political behavior, and the media.