

Macro Roundup Article

Headline: [Why This Extremely Viral Poll Result Might Not Be Real](#)

Article Link: <https://patrickruffini.substack.com/p/why-this-extremely-viral-poll-result>

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Tweet: .@PatrickRuffini argues that Wall Street Journal/NORC recent poll results likely overstate the degree of change due to a shift in methodology to an online survey for 2023 vs. phone surveys in prior years.

Summary: The point here is not that the Wall Street Journal and NORC released bad data. The dramatically different results we see from 2019 and 2023 are because the data was collected differently. The March 2023 survey was collected via NORC's Amerispeak, an extremely high-quality online panel. In the fine print below the chart, we can see that data from previous waves was collected via telephone survey. Surveying the exact same types of respondents online and over the phone will yield different results. And it matters most for exactly the kinds of values questions that the Journal asked in its survey. The basic idea is this: if I'm speaking to another human being over the phone, I am much more likely to answer in ways that make me look like an upstanding citizen, one who is patriotic and values community involvement.

Primary Topic: Politics

Topics: Op-Ed/Blog Post, Politics, Theory

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