

Contents

<i>List of Figures</i>	<i>page xi</i>
<i>List of Tables</i>	xv
<i>Preface</i>	xvii
<i>Acknowledgments</i>	xix

PART I POLLING IN CONTEXT

1	Modern Polling: Challenges and Opportunities	3
1.1	<i>We Need Good Polls</i>	6
1.2	<i>Why Polling Is Difficult</i>	8
1.3	<i>The Limits of Conventional Practice</i>	12
1.4	<i>The Road Ahead: A Preview</i>	14
1.5	<i>The Plan of the Book</i>	18
1.6	<i>Who Should Read This Book</i>	20
1.7	<i>Conclusion</i>	21
2	The Story of Polling in 2½ Fiascos	23
2.1	<i>Mass Polling</i>	24
2.2	<i>Quota Sampling</i>	28
2.3	<i>Random Sampling</i>	33
2.4	<i>Conclusion</i>	46
3	Weighting: An Appreciation and Critique	47
3.1	<i>The Big Picture</i>	48
3.2	<i>Cell-Weighting</i>	51
3.3	<i>Raking</i>	61
3.4	<i>Variable Selection</i>	67
3.5	<i>Weighting and Precision</i>	73
3.6	<i>Conclusion</i>	76
4	The Wild West of Contemporary Polling	77
4.1	<i>Probability-Based Samples</i>	78
4.2	<i>Nonprobability-Based Samples</i>	85

4.3	<i>Which Is More Accurate? Probability versus Nonprobability Samples</i>	92
4.4	<i>Conclusion</i>	97
PART II A FRAMEWORK FOR MODERN POLLING		
5	Nonignorable Nonresponse	101
5.1	<i>Nonignorable Nonresponse: A Pervasive Concern</i>	102
5.2	<i>Nonignorable Nonresponse: Intuition</i>	107
5.3	<i>A General Model of Nonresponse</i>	112
5.4	<i>Heterogeneity in ρ</i>	119
5.5	<i>Conclusion</i>	120
6	Contemporary Polling and Nonignorable Nonresponse	123
6.1	<i>Effective Sample Size</i>	124
6.2	<i>The Power of Random Contact</i>	127
6.3	<i>Sources of Error at Different Stages of Survey Process</i>	131
6.4	<i>Conclusion</i>	133
PART III FIGHTING NONIGNORABLE NONRESPONSE		
7	Bounding Damage from Nonignorable Nonresponse	137
7.1	<i>Bounds</i>	138
7.2	<i>Robustness Diagnostics</i>	140
7.3	<i>Conclusion</i>	142
8	Selection Models for Nonignorable Nonresponse	144
8.1	<i>A General Selection Model</i>	145
8.2	<i>Identifying Nonignorable Nonresponse: Intuition</i>	148
8.3	<i>The Heckman Model</i>	151
8.4	<i>Contrasting Weighting Models and Selection Models</i>	155
8.5	<i>Limitations of the Heckman Model</i>	160
8.6	<i>Conclusion</i>	164
9	Next-Generation Selection Models	165
9.1	<i>Copulas</i>	167
9.2	<i>Control Functions</i>	172
9.3	<i>Weights for Nonignorable Nonresponse</i>	174
9.4	<i>Models for Partially Observed Response Instruments</i>	178
9.5	<i>Conclusion</i>	181
10	Randomized Response Instruments	183
10.1	<i>Functional Form Is Not Enough</i>	184
10.2	<i>The Problem with Observational Instruments</i>	188
10.3	<i>Randomized Response Instruments</i>	191
10.4	<i>Nonparametric Tests for Nonignorability</i>	193
10.5	<i>Partially Observed Nonrespondent Data</i>	195
10.6	<i>Conclusion</i>	196

11	Putting It Together	198
11.1	<i>Simulating Nonignorable Nonresponse</i>	199
11.2	<i>Diagnosing Nonignorable Nonresponse</i>	203
11.3	<i>Decision Tree for Selection Models</i>	205
11.4	<i>Risks in Selection Models</i>	207
11.5	<i>Conclusion</i>	210
PART IV APPLICATIONS		
12	Nonignorable Nonresponse in Political Surveys	213
12.1	<i>Designing a Survey with a Response Instrument</i>	214
12.2	<i>Turnout</i>	218
12.3	<i>Trump Approval</i>	221
12.4	<i>Attitudes about Race</i>	225
12.5	<i>Policy Preferences</i>	227
12.6	<i>Conclusion</i>	232
13	Nonignorable Nonresponse in Public Health	235
13.1	<i>Population-Level Health as a Nonresponse Problem</i>	236
13.2	<i>First-Stage Instruments for Randomized Testing with Nonresponse</i>	240
13.3	<i>Adjusting Prevalence for Testing Rates</i>	244
13.4	<i>Conclusion</i>	250
14	Conclusion	252
	References	253
	Index	267