ARE THERE “SHY TRUMP” VOTERS IN 2020?

By Kyle Dropp, Ph.D.,
Robin Graziano,
Laura Maxwell, Ph.D., and
Steffen Weiss, Ph.D.
ABSTRACT

How many voters are reluctant to share their opinion about President Donald Trump publicly? In mid-September 2020, Morning Consult conducted a study where more than 2,400 likely voters began an interview online and then answered an identical series of political, economic, and societal questions online or via live telephone interview. The study finds that President Trump performs similarly online and via live telephone among likely voters, which suggests there are a limited number of voters who are reluctant to provide their actual opinion about the president to a live interviewer. By contrast, voters answer the same questions online and by telephone quite differently on a wide range of subjects such as the prevalence of discrimination, the motives of protesters following police shootings, whether they are undergoing financial difficulties, and even their willingness to admit mistakes or how often they are jealous of others.
TABLE OF CONTENTS

Introduction ................................................. 4

Study Design .................................................. 5

Results .......................................................... 6

Appendix ....................................................... 11

Comparison of 2015, 2016, and 2020 Studies ........ 11

Questions By Key Demographics ..................... 12

About the Authors .......................................... 13

ABOUT MORNING CONSULT

Morning Consult is a global data intelligence company delivering insights on what people think in real time. By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult’s proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

More at: morningconsult.com
INTRODUCTION

Despite trailing in most national public opinion polls, President Donald Trump regularly refers to a “silent majority” of Americans that are expected to vote for him on Election Day. Hundreds of news media outlets have mentioned the possibility of so-called “shy Trump” voters in the lead up to the presidential cycle. There have been no systematic studies during the 2020 cycle, however, examining whether there are “shy Trump voters” today and what impact, if any, they might have on the upcoming presidential election.

The foregoing Morning Consult study builds on prior examinations in 2015 and 2016 to address the question of the existence of “shy Trump” voters. Morning Consult conducted a national survey September 10-14, 2020 where voters answered an identical series of questions either via a live telephone interview or via an online interview in an anonymous setting. By using the same recruitment method for all voters and then varying whether they completed a supplemental questionnaire online or on the phone, we are able to isolate differences between answering questions privately or sharing answers with another person. The questions covered a wide range of political, economic, and social topics.

The study finds that President Trump performs similarly online and via live telephone among likely voters, which suggests there are a limited number of voters who are reluctant to provide their actual opinion about the president to a live interviewer. Joe Biden leads Donald Trump by roughly 10 percentage points on both online and phone interviews. However, we find widespread evidence that voters’ other responses often depend on whether an interview is conducted online or on the phone. On the phone, voters are significantly more likely to say there is discrimination against a wide range of groups, they are less likely to say they are falling behind on their bills, and they are less likely to say protesters of police shootings are violent.

The study proceeds in the following manner. We first discuss the study design, we then describe key findings overall, and we conclude with implications and an appendix with additional demographic results.
STUDY DESIGN

Morning Consult recruited respondents to a national online survey of adult registered voters. All voters first answered a set of demographic questions online and then were randomly assigned to answer an identical brief set of questions about politics and society either online or via a live telephone interview.

Voters assigned to complete a telephone interview viewed a page with brief instructions to click on a button to make a free call from their computer, mobile phone, or tablet. They were also given the option of dialing a toll free number, an approach we used in prior studies conducted in 2015 and 2016. Voters then were transferred to an inbound call center with live interviewers on staff 24 hours a day, 7 days a week. Voters in the online condition simply continued to the next page of the online survey.

Both groups — online and phone — then completed an identical set of 13 questions including 2020 presidential vote choice and a series of topics where we expected potential differences between online or phone interviews. Specifically, we asked voters about the level of discrimination against gays and lesbians, Hispanics, Black Americans, Jewish people, Muslims, and Christians, whether they go out of their way to buy American-made products, whether they have had difficulties paying credit card or other bills lately, whether most people protesting police shootings are peaceful or there to destroy property and loot, and whether they regularly feel resentful, exhibit jealousy, or admit mistakes. Prior studies have shown adults answer some of these questions differently when talking to a live interviewer, and a number of questions form part of a key social desirability scale.

We summarize our expectations as follows: We expected a greater share of adults to say there was discrimination on the phone (versus online), we expected a larger share to describe police protesters as peaceful when answering on the phone (versus online), we expected fewer adults to say they regularly feel resentful, exhibit jealousy, or admit mistakes on the phone (versus online), we expected fewer adults to say they had fallen behind on bills on the phone (versus online), and we expected more adults to say they go out of their way to purchase American-made products on the phone (versus online). To find support for the shy Trump hypothesis, we expected the share of respondents saying they would vote for Donald Trump to be lower on the phone.

The study was conducted September 10-14, 2020 among 2,642 registered voters and 2,422 likely voters. Roughly equal numbers of participants completed the survey online (n = 1,277 RVs) or via live telephone interview (n = 1,144). The data were weighted to approximate a target sample of likely voters based on age, education, race/ethnicity, gender, geographic region, marital status, 2016 presidential vote history, the interaction of gender and age, and the interaction of race/ethnicity and education. The margin of error for both the phone and online surveys is +/- 3 percentage points.

1 Adults who were non-citizens, who were under the age 18, or who were not registered to vote were excluded from the sample.
2 Adults received a unique code to share with the inbound call center in order to link their online demographic responses to their responses on the phone interview. We used the firm AnswerNet to complete the inbound telephone interviews.
3 Likely voters are defined as registered voters who place themselves as an 8 or above on a 10-point likely voter scale.
4 Weighting targets were derived from the 2018 Current Population Survey Voter and Registration Supplement.
RESULTS

The tables below summarize responses to each of the 13 questions voters answered via both online and phone surveys among a sample of likely 2020 voters. Each table leans don’t know options for simplicity of analysis and to better compare phone and online responses. The substantive findings are largely unchanged when using the initial, unleaned breakouts.

When we first explored the “shy Trump voter” hypothesis in 2015, we found that Republican primary voters were six percentage points less likely to say they supported Donald Trump when interviewed on the phone compared with online. By 2016, when Trump was the Republican presidential nominee, that effect had vanished among registered voters.

Among likely voters in 2020, Joe Biden and Donald Trump receive a similar level of support online and via phone. Biden received 55 percent support to Trump’s 45 percent support online and Biden received 56 percent support to Trump’s 44 percent on the phone. There is similarly no difference in Biden and Trump’s levels of support across phone and online when we examine online 2020 battleground states.

In our prior studies in 2015 and 2016, we have observed that differences between phone and online are larger among adults with higher levels of formal education.

We find limited evidence for this in the 2020 race. Trump performs three points better online than via phone among college graduates, whereas Trump performs equally well across phone and online modes among adults who have less than a bachelor’s degree. Specifically, Biden received 55 percent support to Trump’s 45 percent support online among college grads, and Biden received 58 percent support to Trump’s 42 percent on the phone. Among adults with less than a college degree, Biden receives 55 percent support to Trump’s 45 percent support both online and via phone.

5 Among those who said they did not know who they supported, we asked which candidate they were leaning towards supporting and reallocated their support accordingly. We use this approach because there are more voters who say they are unsure when asked online compared with in a phone interview.

6 Battleground States include data from Arizona, Colorado, Florida, Georgia, Iowa, Maine, Michigan, Minnesota, Nebraska, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.
While there is not a large difference based on education, voters across income levels appear to answer differently online than via a live telephone interview. Forty-two percent of voters in households earning $75,000 or more annually indicated they were voting for Trump on the phone compared with 52% online. By contrast, 33% of voters in households earning $35,000 or less per year prefer Trump online compared with 39% on the phone.

<table>
<thead>
<tr>
<th></th>
<th>Inc &lt;$35k Online</th>
<th>Inc &lt;$35k Phone</th>
<th>Inc $35-75k Online</th>
<th>Inc $35-75k Phone</th>
<th>Inc $75k+ Online</th>
<th>Inc $75k+ Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joe Biden</td>
<td>67</td>
<td>61</td>
<td>53</td>
<td>52</td>
<td>48</td>
<td>58</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>33</td>
<td>39</td>
<td>47</td>
<td>48</td>
<td>52</td>
<td>42</td>
</tr>
</tbody>
</table>

However, differences between income groups did not reach statistical significance. When taken together, differences between subgroups did not change the overall finding that President Donald Trump lagged behind Joe Biden by 10 percentage points in both online and phone interviews.

While the differences in 2020 vote choice between live and online interviews generally are not large, we do find strong and statistically significant effects for other questions.

Voters are three points less likely to say they have had trouble paying their bills when they complete the study on the phone than online.

Voters are much more likely to say there is discrimination against many groups in society when they answer on the phone than when they answer online.

Eighty-two percent of voters say there is discrimination against Black Americans on the phone, compared with 73 percent who say so online, a nine percent difference. Voters say there is more discrimination against gays and lesbians (79% phone versus 72% online), Hispanics (74% phone versus 67% online), Muslims (83% phone versus 74% online) and Jewish people (83% phone versus 64% online). Similar numbers of adults say there is discrimination against Christians on phone and online.
## Question: Would you say that there is discrimination against each of the following in the US today?
**Yes or no?**

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes Online</th>
<th>Yes Phone</th>
<th>No Online</th>
<th>No Phone</th>
<th>Mode Effect</th>
<th>Expected</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gays &amp; Lesbians</td>
<td>72</td>
<td>79</td>
<td>28</td>
<td>21</td>
<td>-14</td>
<td>Negative</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Black Americans</td>
<td>73</td>
<td>82</td>
<td>27</td>
<td>18</td>
<td>-18</td>
<td>Negative</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Hispanic Americans</td>
<td>67</td>
<td>74</td>
<td>33</td>
<td>26</td>
<td>-14</td>
<td>Negative</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Christians</td>
<td>42</td>
<td>40</td>
<td>58</td>
<td>60</td>
<td>4</td>
<td>Null</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Jewish people</td>
<td>64</td>
<td>83</td>
<td>36</td>
<td>17</td>
<td>-38</td>
<td>Negative</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Muslims</td>
<td>74</td>
<td>83</td>
<td>26</td>
<td>17</td>
<td>-18</td>
<td>Negative</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Protest Police Shootings</td>
<td>62</td>
<td>67</td>
<td>38</td>
<td>33</td>
<td>-10</td>
<td>Negative</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

Protests and demonstrations have occurred in hundreds of cities across the country in 2020 in the aftermath of the death of George Floyd. Voters are more likely to say the protesters are peaceful on the phone and more likely to say they are violent when they answer online (with 62 percent agreeing online, and 67 percent on the phone).

## Question: Which of the following do you agree with more? 1) Most of the people protesting police shootings are peaceful, even though some are there to destroy property and loot or 2) Most of the people protesting police shootings are there to destroy property and loot, even though some are peaceful

<table>
<thead>
<tr>
<th>Protest Police Shootings</th>
<th>Mostly peaceful Online</th>
<th>Mostly peaceful Phone</th>
<th>Mostly not peaceful Online</th>
<th>Mostly not peaceful Phone</th>
<th>Mode Effect</th>
<th>Expected</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>67</td>
<td>38</td>
<td>33</td>
<td>-10</td>
<td>Negative</td>
<td>Confirmed</td>
<td></td>
</tr>
</tbody>
</table>

Voters are much more likely to say they feel resentful (“I sometimes feel resentful when I don’t get my way”), exhibit jealousy (“There have been times when I was quite jealous of the good fortune of others”), and admit that they are wrong (“I’m always willing to admit it when I make a mistake”) online than on the phone.
Question: Personally, would you say each of the following are true or false?

<table>
<thead>
<tr>
<th>Question</th>
<th>True Online</th>
<th>True Phone</th>
<th>False Online</th>
<th>False Phone</th>
<th>Mode Effect</th>
<th>Expected</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel Resentful</td>
<td>42</td>
<td>28</td>
<td>58</td>
<td>72</td>
<td>28</td>
<td>Positive</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Jealous of Others</td>
<td>47</td>
<td>28</td>
<td>53</td>
<td>72</td>
<td>38</td>
<td>Positive</td>
<td>Confirmed</td>
</tr>
<tr>
<td>Admit Mistakes</td>
<td>87</td>
<td>80</td>
<td>13</td>
<td>20</td>
<td>14</td>
<td>Positive</td>
<td>Confirmed</td>
</tr>
</tbody>
</table>

We find voters are more likely to say they go out of their way to buy American-made products online than on the phone.

Question: If you had to choose, which of the following best describes you? I go out of my way to buy American-made products.

<table>
<thead>
<tr>
<th>Question</th>
<th>Go out of my way Online</th>
<th>Go out of my way Phone</th>
<th>Not go out of my way Online</th>
<th>Not go out of my way Phone</th>
<th>Mode Effect</th>
<th>Expected</th>
<th>Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy American-Made</td>
<td>57</td>
<td>51</td>
<td>43</td>
<td>49</td>
<td>12</td>
<td>Negative</td>
<td>Not confirmed (opposite effect)</td>
</tr>
</tbody>
</table>

This finding came as a surprise and may be due to partisan dynamics. In particular, Democrats say they are more likely to go out of their way to buy American-made products online (49%) than on the phone (41%), whereas there is no difference between online and phone for Republicans.
Question: If you had to choose, which of the following best describes you? I go out of my way to buy American-made products.

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone Republicans</th>
</tr>
</thead>
<tbody>
<tr>
<td>I go out of my way to buy American-made products</td>
<td>49</td>
<td>41</td>
<td>66</td>
<td>64</td>
</tr>
<tr>
<td>I do not go out of my way to buy American-made products</td>
<td>51</td>
<td>59</td>
<td>34</td>
<td>36</td>
</tr>
</tbody>
</table>

Altogether, the findings suggest that voters are much less likely to disclose potentially sensitive information about themselves, share controversial opinions or disclose socially undesirable views when they are speaking with someone on the phone than when they are answering anonymously online.

**DISCUSSIONS AND IMPLICATIONS**

We set out to test the claim that respondents are less likely to tell a live interviewer that they plan to vote for President Donald Trump. By using the same recruitment method for all voters and then varying whether they completed a supplemental questionnaire online or on the phone, we are able to directly estimate potential differences between online and live telephone interviews.

When asked about their ability to pay bills, their evaluation of protests, and their views about the existence of discrimination in the U.S. against various groups, voters are significantly more likely to provide socially desirable answers on the phone. That is, they are less likely to say they are having trouble with their bill, they are more likely to describe protesters as peaceful and they are more likely to say there is discrimination in America.

When we asked voters how they were planning to vote in the 2020 presidential election, however, Donald Trump trailed Joe Biden by 10 percentage points, regardless of whether the interview was taken online or via telephone interviews.
APPENDIX

Comparison of 2015, 2016, and 2020 Studies

**Question:** If the 2020 presidential election were held today, for whom would you vote?

<table>
<thead>
<tr>
<th></th>
<th>2020 General (Likely Voters)</th>
<th>2016 General (Likely Voters)</th>
<th>2016 GOP Primary (Republican Voters)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Online</td>
<td>Phone</td>
<td>Online</td>
</tr>
<tr>
<td>Joe Biden</td>
<td>55</td>
<td>56</td>
<td>51</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>45</td>
<td>44</td>
<td>48</td>
</tr>
</tbody>
</table>

**QUESTIONS BY KEY DEMOGRAPHICS**

**Trouble with Bills**

**Question:** In the past three months, have you or any other adult in your household fallen behind in paying credit card or other bills, or not?

<table>
<thead>
<tr>
<th></th>
<th>Online (College Graduates)</th>
<th>Phone (College Graduates)</th>
<th>Online (&lt;College Degree)</th>
<th>Phone (&lt;College Degree)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>14</td>
<td>8</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>No</td>
<td>86</td>
<td>92</td>
<td>81</td>
<td>82</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Online (Income &lt; $35k)</th>
<th>Phone (Income &lt; $35k)</th>
<th>Online (Income $35-75k)</th>
<th>Phone (Income $35-75k)</th>
<th>Online (Income $75k+)</th>
<th>Phone (Income $75k+)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57</td>
<td>54</td>
<td>56</td>
<td>49</td>
<td>57</td>
<td>49</td>
</tr>
<tr>
<td>No</td>
<td>43</td>
<td>46</td>
<td>44</td>
<td>51</td>
<td>43</td>
<td>51</td>
</tr>
</tbody>
</table>
### Discrimination

**Question:** Would you say that there is discrimination against each of the following in the US today?

#### Gays and Lesbians

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone (Republicans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>87</td>
<td>90</td>
<td>54</td>
<td>66</td>
</tr>
<tr>
<td>No</td>
<td>13</td>
<td>10</td>
<td>46</td>
<td>34</td>
</tr>
</tbody>
</table>

#### Black Americans

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone (Republicans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>90</td>
<td>96</td>
<td>53</td>
<td>68</td>
</tr>
<tr>
<td>No</td>
<td>10</td>
<td>4</td>
<td>47</td>
<td>32</td>
</tr>
</tbody>
</table>

#### Hispanic Americans

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone (Republicans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>81</td>
<td>92</td>
<td>48</td>
<td>55</td>
</tr>
<tr>
<td>No</td>
<td>19</td>
<td>8</td>
<td>52</td>
<td>45</td>
</tr>
</tbody>
</table>

#### Christians

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone (Republicans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>30</td>
<td>27</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td>No</td>
<td>70</td>
<td>73</td>
<td>44</td>
<td>44</td>
</tr>
</tbody>
</table>

#### Jewish People

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone (Republicans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>70</td>
<td>92</td>
<td>56</td>
<td>73</td>
</tr>
<tr>
<td>No</td>
<td>30</td>
<td>8</td>
<td>44</td>
<td>27</td>
</tr>
</tbody>
</table>

#### Muslims

<table>
<thead>
<tr>
<th></th>
<th>Online (Democrats)</th>
<th>Phone (Democrats)</th>
<th>Online (Republicans)</th>
<th>Phone (Republicans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85</td>
<td>92</td>
<td>60</td>
<td>74</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
<td>8</td>
<td>40</td>
<td>26</td>
</tr>
</tbody>
</table>
ABOUT THE AUTHORS

Kyle Dropp, Ph.D
MORNING CONSULT CO-FOUNDER AND CHIEF RESEARCH OFFICER

Dr. Kyle Dropp is the Co-Founder and Chief Research Officer of Morning Consult, a global data intelligence company delivering insights on what people think in real time.

As a prominent scholar in survey research and data science, he co-founded Morning Consult in 2013 and leads the company’s research division, including its relationships with Fortune 500 companies and industry trade associations.

His 2015 landmark theory on “shy Trump voters” became a fundamental concept of 2016 election discourse, earning national attention and cementing Morning Consult as a “breakout company that broke the dam in 2016 polling,” according to Business Insider.

Previously, Dr. Dropp served as an assistant professor in the Department of Government at Dartmouth College and led Dartmouth’s Washington off-campus program from 2016 to 2018, teaching undergraduate courses in persuasion, government and applied data science.

Dr. Dropp received his Ph.D. in Political Science from Stanford University in 2013 and was a Visiting Associate Research Scholar at the Woodrow Wilson School of Public and International Affairs at Princeton University. Originally from Milwaukee, he attended the University of Wisconsin and worked in the Washington Post’s polling unit prior to graduate school.

Dr. Dropp is a member of Page Up for the Arthur W. Page Society, the Aspen Institute’s Vanguard Leadership Board, the Economic Club of Washington, D.C., the French-American Foundation’s Young Leaders Program, and the Public Affairs Council’s Board of Directors.

Robin Graziano
DIRECTOR FOR MORNING CONSULT

Robin Graziano is a Director at global data intelligence company Morning Consult, overseeing research projects for the company’s newsroom and for media collaborations with The New York Times, Bloomberg, POLITICO and more.

Specializing in political and public affairs polling, Graziano led and contributed to the company’s Political Intelligence during both the 2018 midterm elections and 2020 presidential election. She has also managed domestic and international research for a variety of Morning Consult’s Fortune 50 clients.

Prior to Morning Consult, Graziano worked for Global Strategy Group, conducting live interview telephone surveys for Democratic candidates across the country. She also developed messaging recommendations for a variety of advocacy and nonprofit clients, including the National
Democratic Redistricting Committee, the Gates Foundation, and the Walton Family Foundation.

Graziano earned her bachelor’s degree in Political Science and Psychology from the University of Rochester.

Laura Maxwell, Ph.D
DIRECTOR OF DATA SCIENCE FOR MORNING CONSULT
Dr. Laura Maxwell is a Director of Data Science for global data intelligence company Morning Consult.

Dr. Maxwell processes and analyzes Research Intelligence data for the company and contributes to the development of its data visualizations. Her expertise includes manipulating and managing datasets, conducting advanced statistical analysis for academic and policy audiences, and creating interactive data visualizations and dashboards for public use.

Prior to Morning Consult, Dr. Maxwell served as an Associate Researcher at the Varieties of Democracy Institute (V-Dem) in Gothenburg, Sweden, where she collaborated to maintain a global dataset of over 400 features of democracy. While at V-Dem, she also contributed to a research agenda on the dynamic development of institutions during democratization, collaborating with the USAID Center of Excellence on Democracy, Human Rights and Governance to produce detailed country reports.

She earned her bachelor’s degree in Political Science from Illinois Wesleyan University as well as both her master’s degree in Political Science (Quantitative) and her PhD in Political Science (Quantitative) from Emory University.

Steffen Weiss, Ph.D
MANAGING DIRECTOR OF RESEARCH SCIENCE FOR MORNING CONSULT
Dr. Steffen Weiss is the Managing Director of Research Science for Morning Consult, leading the global data intelligence company’s Survey Methods.

He oversees sample design, collection, and weighting protocols as well as strategically briefs several of the company’s top Fortune 500 clients on their data intelligence use.

Prior to Morning Consult, Dr. Weiss served as a Senior Quantitative Researcher for Slack and Vice President of Analytics for YouGov, where he developed multi-national brand tracking surveys for marketing and insights teams.

Dr. Weiss studied political science, economics, and statistics at the University of Bamberg, Germany, and earned both his master’s degree in Public Opinion and Polling and doctorate degree in Political Science from the University of Essex, UK.