

# Myths of the 2012 Election

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YouGov

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# Myth 1: It was a great year for polling.

HUFFPOST POLITICS ELECTION DASHBOARD Like 165k PRESIDENT SENATE HOUSE POLL CHARTS MORE

POLLSTER	DATES	POP.	OBAMA	ROMNEY	UNDECIDED	MARGIN	
Pollitico/GWU/Battleground	114 - 115	1,000 LV	47	47	6	-	↕
UPI/CVOTER	115 - 115	3,000 LV	49	48	-	Obama +1	↕
Gravis Marketing	115 - 115	872 LV	48	48	4	-	↕
JZ Analytics/Newsmax	115 - 115	1,041 LV	47	47	6	-	↕
Rasmussen	115 - 115	1,500 LV	48	49	-	Romney +1	↕
IBD/TIPP	115 - 115	712 LV	50	49	-	Obama +1	↕
YouGov/Economist	115 - 115	740 LV	49	47	3	Obama +2	↕
Ipsos/Reuters (Web)	111 - 115	4,725 LV	48	46	4	Obama +2	↕
ARG	112 - 114	1,200 LV	49	49	1	-	↕
CNN	112 - 114	693 LV	49	49	2	-	↕
PPP (D-Americans United for Change)	112 - 114	1,200 LV	50	48	3	Obama +2	↕
Gallup	111 - 114	2,551 LV	48	49	-	Romney +1	↕
Democracy Corps (D)	111 - 114	1,080 LV	49	45	-	Obama +4	↕
Monmouth	111 - 114	1,417 LV	48	48	2	-	↕
DailyKos/SEIU/PPP (D)	111 - 114	1,300 LV	50	48	2	Obama +2	↕
ABC/Post	111 - 114	2,345 LV	50	47	1	Obama +3	↕

29 of the last 30 polls under-estimated the Obama lead. Only *one* (Democracy Corps) was too high.  $p < 0.0000001!$

It would have been a lot worse 2 weeks earlier.

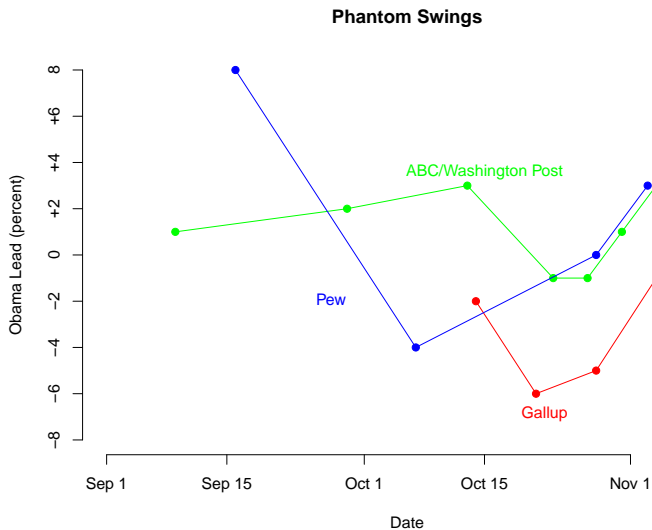
HUFFPOST POLITICS **ELECTION DASHBOARD** Like 165k

PRESIDENT SENATE HOUSE POLL CHARTS MORE

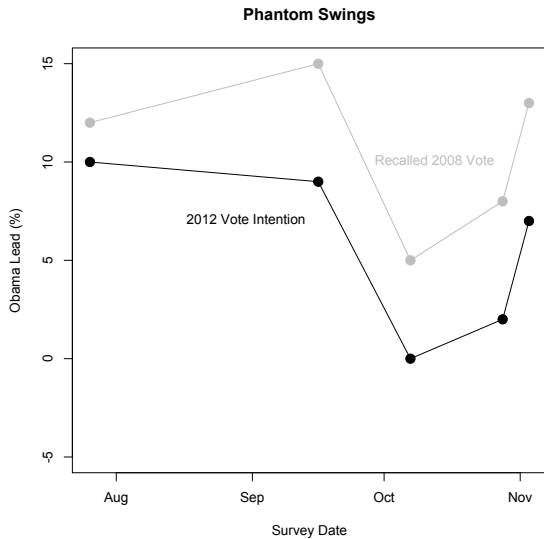
POLLSTER	DATES	POP. LV	OBAMA	ROMNEY	UNDECIDED	MARGIN	
Pew	10/24 - 10/28	1,495 LV	47	47	6	-	
Gallup	10/22 - 10/28	2,700 LV	46	51	-	Romney +5	
Rasmussen	10/25 - 10/27	1,500 LV	47	50	-	Romney +3	
ABC/Post	10/24 - 10/27	1,278 LV	48	49	1	Romney +1	
IBD/TIPP	10/22 - 10/27	942 LV	45	44	7	Obama +1	
Ipsos/Reuters (Web)	10/22 - 10/26	1,237 LV	47	46	5	Obama +1	
NPR	10/23 - 10/25	1,000 LV	47	48	5	Romney +1	
PPP (D-Americans United for Change)	10/23 - 10/25	1,200 LV	48	48	3	-	
Politico/GWU/Battleground	10/22 - 10/25	1,000 LV	49	48	3	Obama +1	
UPI/CVOTER	10/19 - 10/25	1,203 LV	48	48	-	-	
Rasmussen	10/22 - 10/24	1,500 LV	47	50	-	Romney +3	
ABC/Post	10/20 - 10/23	1,394 LV	48	49	-	Romney +1	
AP-G/K	10/19 - 10/23	839 LV	45	47	8	Romney +2	
PPP (D-Americans United for Change)	10/20 - 10/22	1,200 LV	47	49	4	Romney +2	
YouGov/Economist	10/20 - 10/22	803 LV	48	46	2	Obama +2	
Rasmussen	10/19 - 10/21	1,500 LV	47	49	2	Romney +2	
ARG	10/18 - 10/21	1,200 LV	47	49	3	Romney +2	
Democracy Corps (D)	10/18 - 10/21	1,000 LV	49	46	3	Obama +3	
Monmouth	10/18 - 10/21	1,402 LV	45	48	5	Romney +3	

Only 5 polls had Obama leading. 11 had Romney ahead and 3 were tied *after the second debate*.

## Myth 2: The Romney and Sandy Surges



# The McCain Surge?

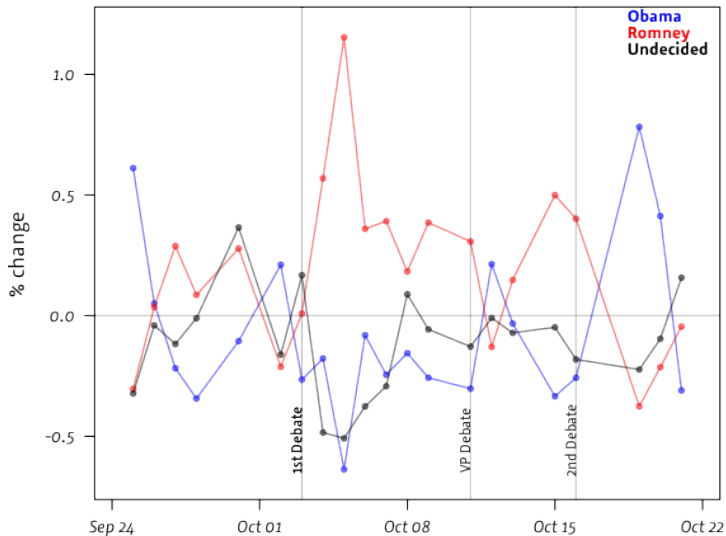


## What was the impact of the debate?

	October 4-10				
Sept. 7-14	Obama	Romney	Undecided	Not Vote	Total
Obama	93%	3%	4%	1%	44%
Romney	3%	94%	3%	1%	41%
Undecided	19%	19%	56%	6%	10%
Not Vote	10%	13%	14%	63%	5%
<b>Total</b>	45%	42%	9%	4%	100%
<b>Net Change</b>	+1%	+1%	-1%	-1%	

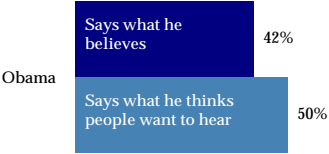
# Some more data

## Simulated Net Change in Xbox/YouGov Panel



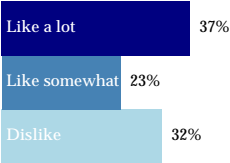
# Candidate Perceptions

## Sincerity



Obama

## Likability



Says what he believes 34%

Says what he thinks people want to hear 55%

Romney

Like a lot 19%

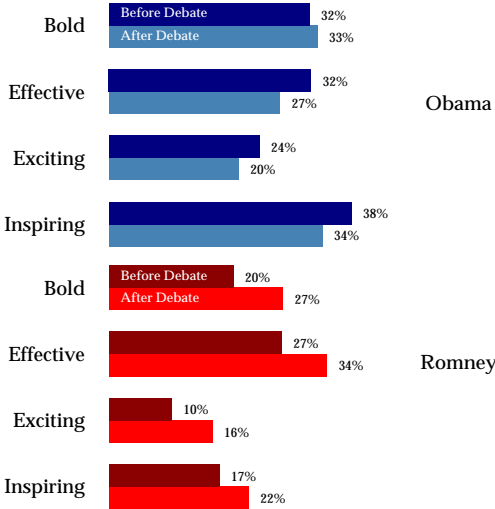
Like somewhat 29%

Dislike 39%

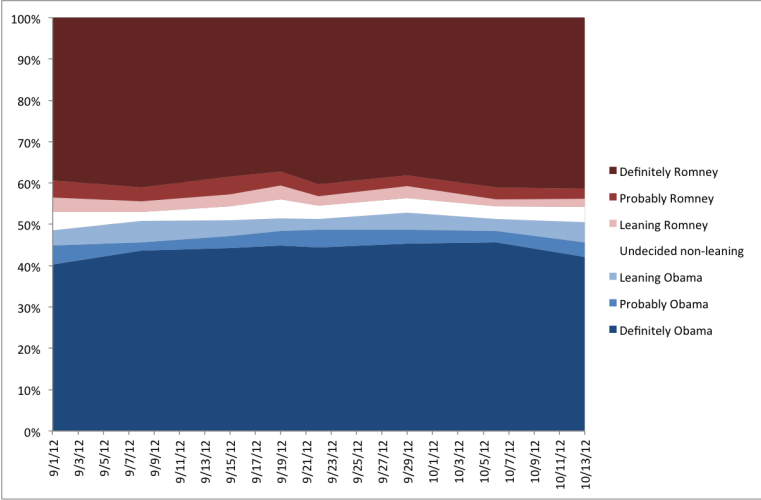


# Before and after the debate

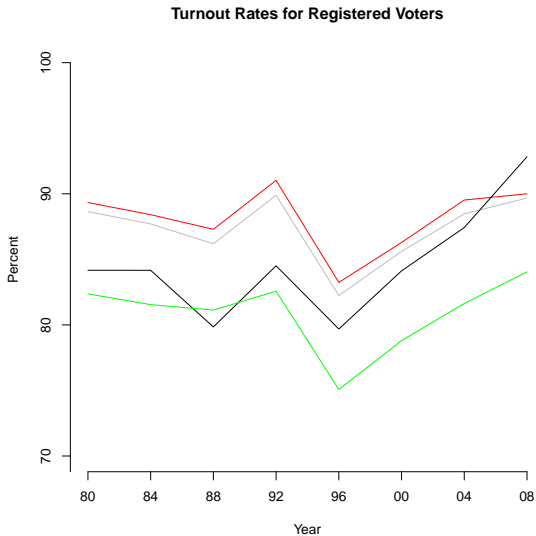
## Positive Candidate Perceptions



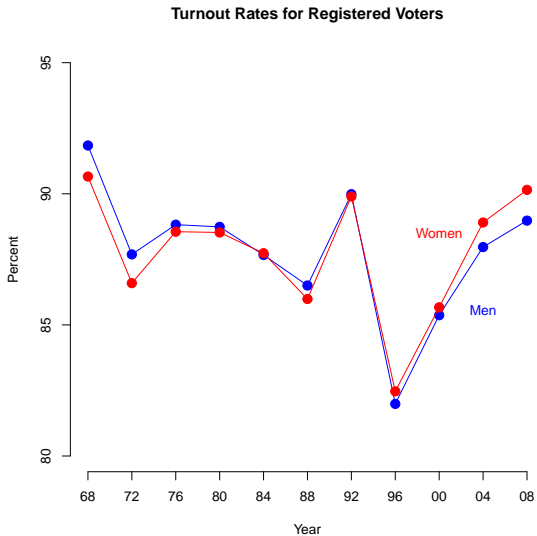
# Persuadable Voters



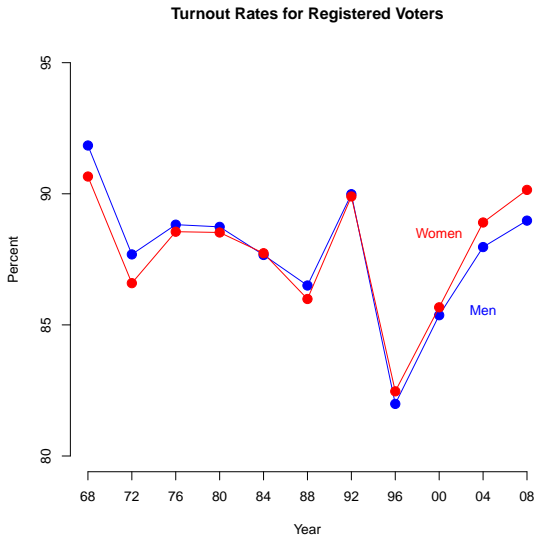
## Myth 3: It was all about turnout



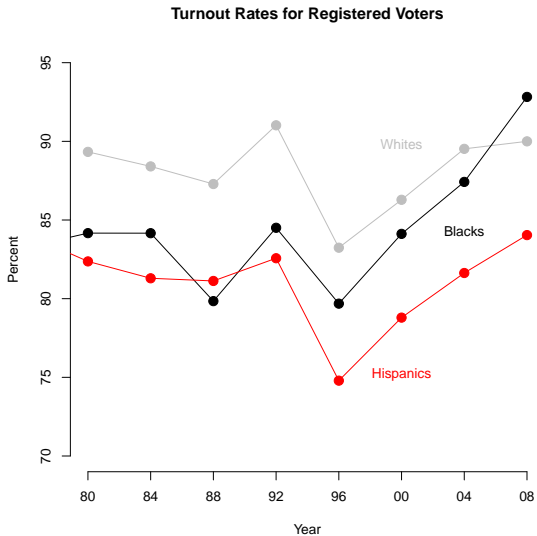
# Turnout by Gender (Registered Voters)



# Turnout by Age (Registered Voters)



# Turnout by Race (Registered Voters)



Is there a better way?

# CBS: In electoral vote simulation, signs point to Obama

Posted on: 4:00 pm, September 19, 2012, by [Alix Bryan](#)

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By Anthony Salvanto and Doug Rivers

(CBS News) The new CBS News/YouGov Electoral Vote Tracker – a computer simulation model of the Presidential race – shows that if President Obama were to win the national popular vote by three points (which is his current edge today in national polls) that would translate into 332 electoral votes for Mr. Obama and 206 for Mitt Romney on election night.

CBS/YouGov Simulation: If The Election Were Held Today

