

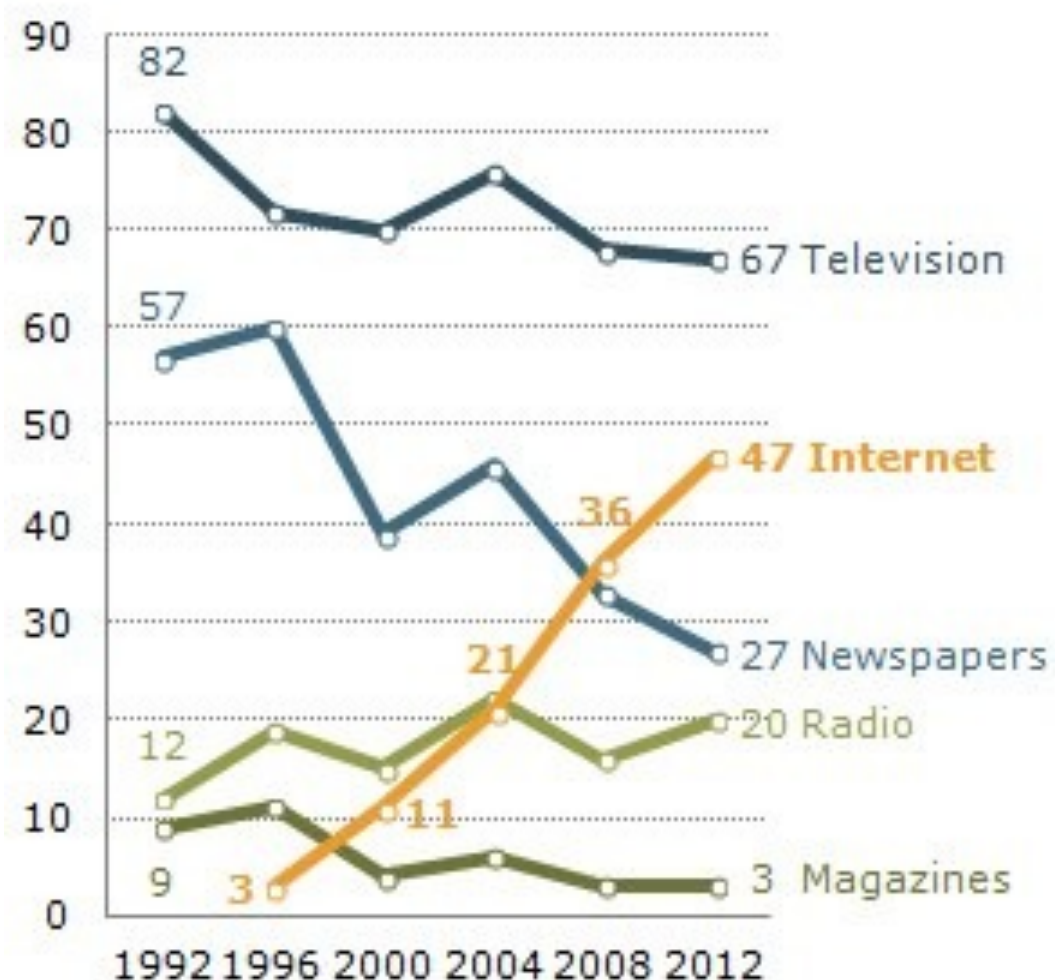
# Polls in The News: A Different Perspective

Mark Blumenthal  
April 5, 2013

HUFFPOST  POLLSTER

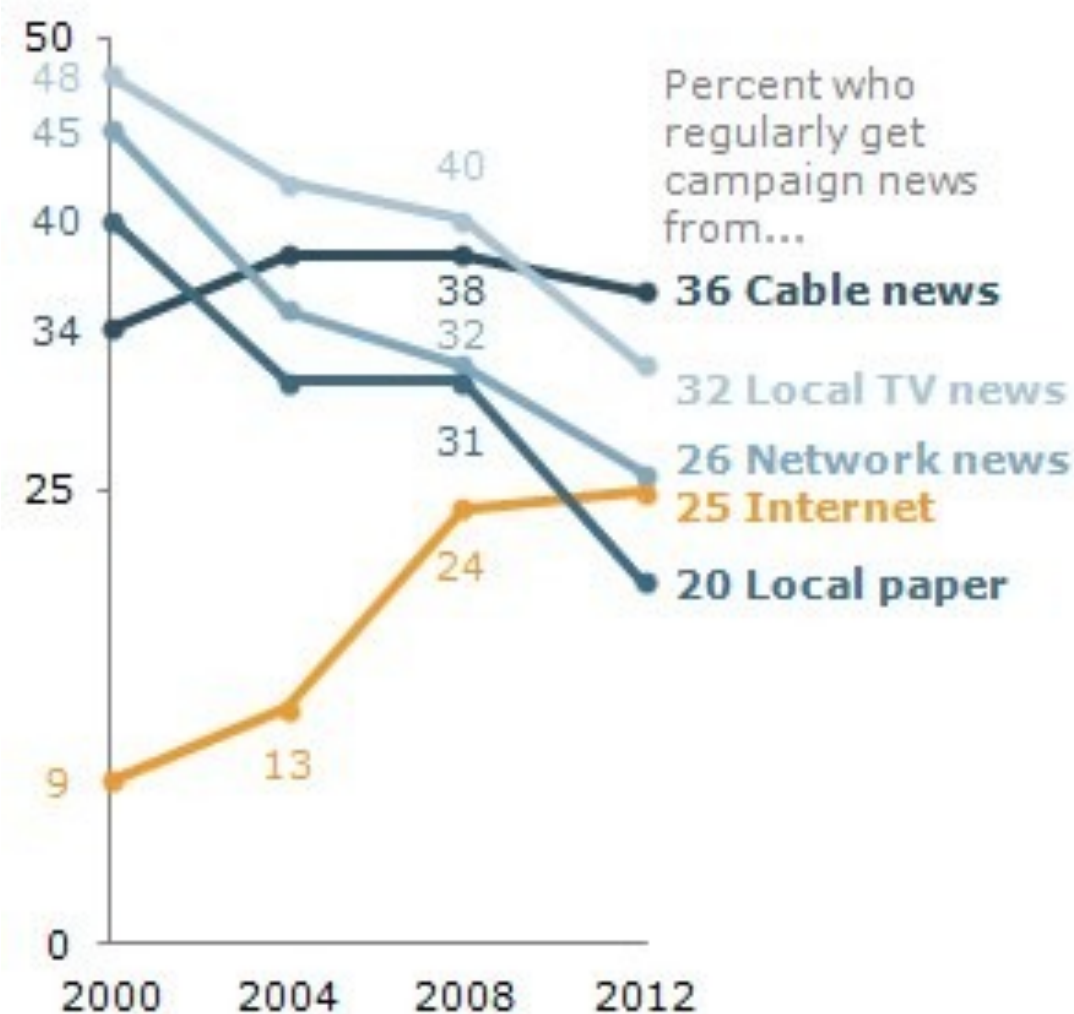
# 1) “Horse Race” Journalism

## Internet Grows as Campaign News Source



PEW RESEARCH CENTER Nov. 8-11, 2012 voter callback. Q26.

## Campaign News Sources: Internet, Cable Flat, Others Decline



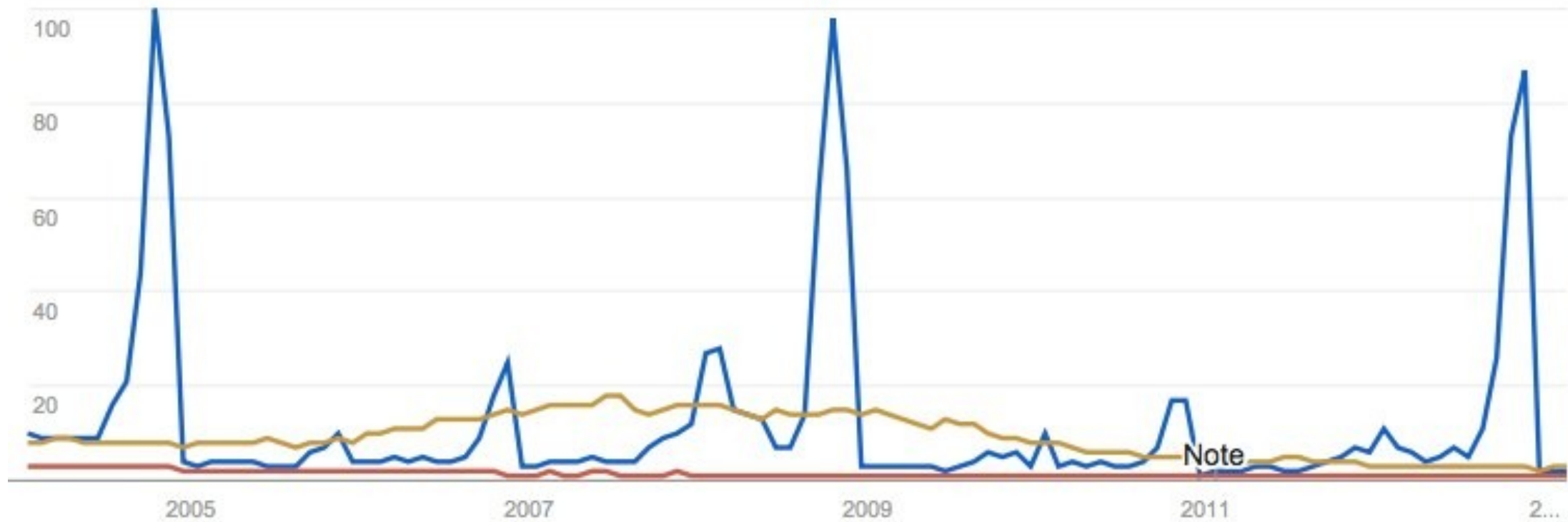
PEW RESEARCH CENTER Jan. 4-8, 2012.



## Trends

### Interest over time ?

The number 100 represents the peak search volume

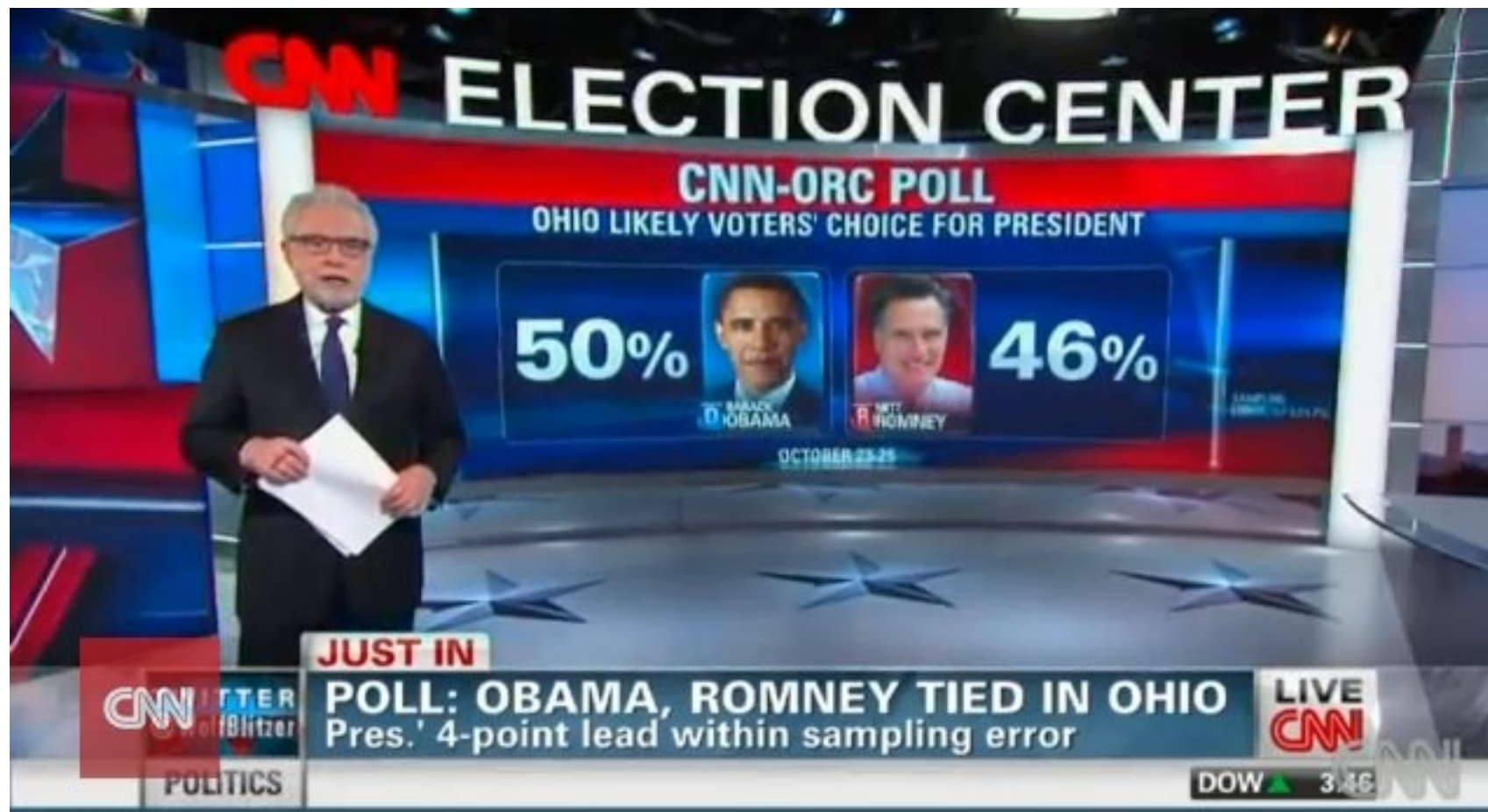


### Search terms ?

- × polls
- × "market research"
- × surveys

## 2) Aggregation

# The Alternative:







November 5th, 2012

03:22 PM ET

SHARE  
COMMENTS (20 comments)

96 days ago

## National polls all tied up



Posted by  
CNN Political Editor Paul Steinhauser

**Washington (CNN)** – The day before the presidential election, an average of the eight national polls released Sunday and Monday indicates the race for the White House is all knotted up.

A CNN Poll of Polls compiled and released Monday afternoon indicates President Barack Obama at 49% and Republican nominee Mitt Romney at 48% among likely voters nationwide.



November 5th, 2012

12:25 PM ET

96 days ago

## CNN Poll of Polls: Ohio a close contest on eve of election



Posted by  
CNN's Ashley Killough

**(CNN)** – A new CNN Poll of Polls on Monday indicates the race in Ohio—perhaps the most decisive battleground this presidential cycle—is locked in a statistical dead heat.

# CNN's Final U.S. Poll: 49%-49%

## “Poll of Polls”

CNN: Obama +3 (53-47)

NBC/WSJ Marist +6 (51-45)

Univ. Cinc. +1 (50-49)

Average +3 (50-47)



November 5th, 2012  
12:25 PM ET

96 days ago

### CNN Poll of Polls: Ohio a close contest on eve of election



Posted by  
CNN's Ashley Killough

**(CNN)** – A new CNN Poll of Polls on Monday indicates the race in Ohio—perhaps the most decisive battleground this presidential cycle—is locked in a statistical dead heat.





**Obama Administration Explains Why It Started With A 'Compromise Proposal' For Budget**



**Jim Demint Echoes Romney's 47 Percent**



**Rush Limbaugh Sequestration Oncologist**



**Mark Blumenthal** ♥ Become a fan  
mark@huffingtonpost.com



Follow

Follow

3.4k

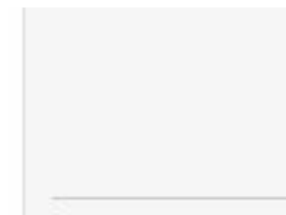
## Presidential Polls 2012 Show Obama Leading Mitt Romney At 11th Hour

Posted: 11/06/2012 9:20 am EST Updated: 11/06/2012 10:30 am EST



Like

10,241 people like this.



## Ohio: Obama Edge In 13 of 14 Final Surveys

|                               | Dates      | n/Pop.   | Obama<br>% | Romney<br>% | Margin |
|-------------------------------|------------|----------|------------|-------------|--------|
| Ipsos/Reuters (web)           | 11/3-5     | 680 LV   | 50         | 46          | +4 D   |
| Gravis Marketing (auto)       | 11/4-5     | 1,316 LV | 49         | 48          | +1 D   |
| PPP (D) (auto)                | 11/3-4     | 1,000 LV | 52         | 47          | +5 D   |
| JZ Analytics/Newsmax (web)    | 11/2-4     | 831 LV   | 50         | 44          | +6 D   |
| Rasmussen (auto)              | 11/4       | 750 LV   | 49         | 49          | 0      |
| SurveyUSA (auto)              | 11/1-4     | 803 LV   | 49         | 44          | +5 D   |
| Ohio Poll/Univ. of Cincinnati | 10/31-11/4 | 889 LV   | 50         | 49          | +1 D   |
| YouGov (web)                  | 10/31-11/3 | 1,620 LV | 49         | 46          | +3 D   |
| Columbus Dispatch (us mail)   | 10/24-11/3 | 1,501 LV | 50         | 48          | +2 D   |
| Grove Insight (D-PNA)         | 11/1-2     | 500 LV   | 49         | 45          | +4 D   |
| Pulse Opinion Res. (R) (auto) | 10/29-29   | 1,000 LV | 48         | 46          | +2 D   |
| NBC/WSJ/Marist                | 10/31-11/1 | 971 LV   | 51         | 45          | +6 D   |
| CNN                           | 10/30-11/1 | 796 LV   | 50         | 47          | +3 D   |
| We Ask America (auto)         | 10/30-11/1 | 1,649 LV | 50         | 46          | +4 D   |



## National Polls Continue to Show Close Race With An Obama Edge

|                           | National Tracking Polls |           |         |          |        | Change From Prev* |
|---------------------------|-------------------------|-----------|---------|----------|--------|-------------------|
|                           | Dates                   | n/Pop.    | Obama % | Romney % | Margin |                   |
| Rasmussen (auto)          | 11/3-5                  | 1,500 LV  | 48      | 49       | +1 R   | 0                 |
| Zogby/Newsmax (web)       | 11/3-5                  | 1,013 LV  | 47      | 47       | 0      | +2 D              |
| UPI/CVOTER                | 11/3-5                  | 3,000 LV  | 49      | 48       | +1 D   | 0                 |
| Ipsos/Reuters (Web)       | 11/1-5                  | 4,725 LV  | 48      | 46       | +2 D   | +1 D              |
| PPP (D-AUFC, auto)        | 11/2-4                  | 1,200 LV  | 50      | 48       | +2 D   | +1 R              |
| ARG                       | 11/2-4                  | 1,200 LV  | 49      | 49       | 0      |                   |
| CNN                       | 11/2-4                  | 693 LV    | 49      | 49       | 0      |                   |
| Gallup                    | 11/1-4                  | 2,551 LV  | 48      | 49       | +1 R   |                   |
| ABC/Post                  | 11/1-4                  | 2,345 LV  | 50      | 47       | +3 D   | +2 D              |
| Monmouth                  | 11/1-4                  | 1,417 LV  | 48      | 48       | 0      |                   |
| Democracy Corps (D)       | 11/1-4                  | 1,080 LV  | 49      | 45       | +4 D   |                   |
| NBC/WSJ                   | 11/1-3                  | 1,475 LV  | 48      | 47       | +1 D   |                   |
| YouGov                    | 10/31-11/3              | 36,472 LV | 49      | 47       | +2 D   |                   |
| Pew Research              | 10/31-11/3              | 2,709 LV  | 48      | 45       | +3 D   |                   |
| Politico/GWU/Battleground | 10/29-11/1              | 1,000 LV  | 48      | 48       | 0      |                   |
| Washington Times/Zogby    | 10/29-31                | 800 LV    | 49      | 49       | 0      |                   |

\*For daily tracking polls, shows net change from previous day's results



## Obama Continues To Hold Electoral College Edge

Estimates From HuffPost Pollster Model (11/06, 8:30 AM)

| State           | Electoral Vote |        |       |        | Und/<br>Other | Probability of: |            |           |
|-----------------|----------------|--------|-------|--------|---------------|-----------------|------------|-----------|
|                 | State          | Cumul. | Obama | Romney |               | Margin          | Obama Lead | Obama Win |
|                 |                |        | %     | %      |               |                 |            |           |
| Pennsylvania    | 20             | 237    | 50.1  | 44.2   | 5.7           | +5.8 D          | 100        | 99        |
| Wisconsin       | 10             | 247    | 50.4  | 45.8   | 3.8           | +4.7 D          | 100        | 97        |
| Nevada          | 6              | 253    | 50.0  | 46.5   | 3.5           | +3.6 D          | 99         | 92        |
| Ohio            | 18             | 271    | 49.2  | 45.8   | 5.0           | +3.4 D          | 100        | 93        |
| Iowa            | 6              | 277    | 48.6  | 46.0   | 5.4           | +2.6 D          | 97         | 85        |
| New Hampshire   | 4              | 281    | 49.2  | 46.8   | 4.0           | +2.4 D          | 97         | 84        |
| Virginia        | 13             | 294    | 48.7  | 46.8   | 4.6           | +1.9 D          | 96         | 79        |
| Colorado        | 9              | 303    | 48.6  | 46.8   | 4.6           | +1.7 D          | 92         | 78        |
| Florida         | 29             | 332    | 48.4  | 47.9   | 3.7           | +0.5 D          | 68         | 59        |
| North Carolina  | 15             | 206    | 47.3  | 48.8   | 4.0           | +1.6 R          | 10         | 29        |
| US Popular Vote |                |        | 48.1  | 46.7   |               | +1.5 D          | 97         | 75        |

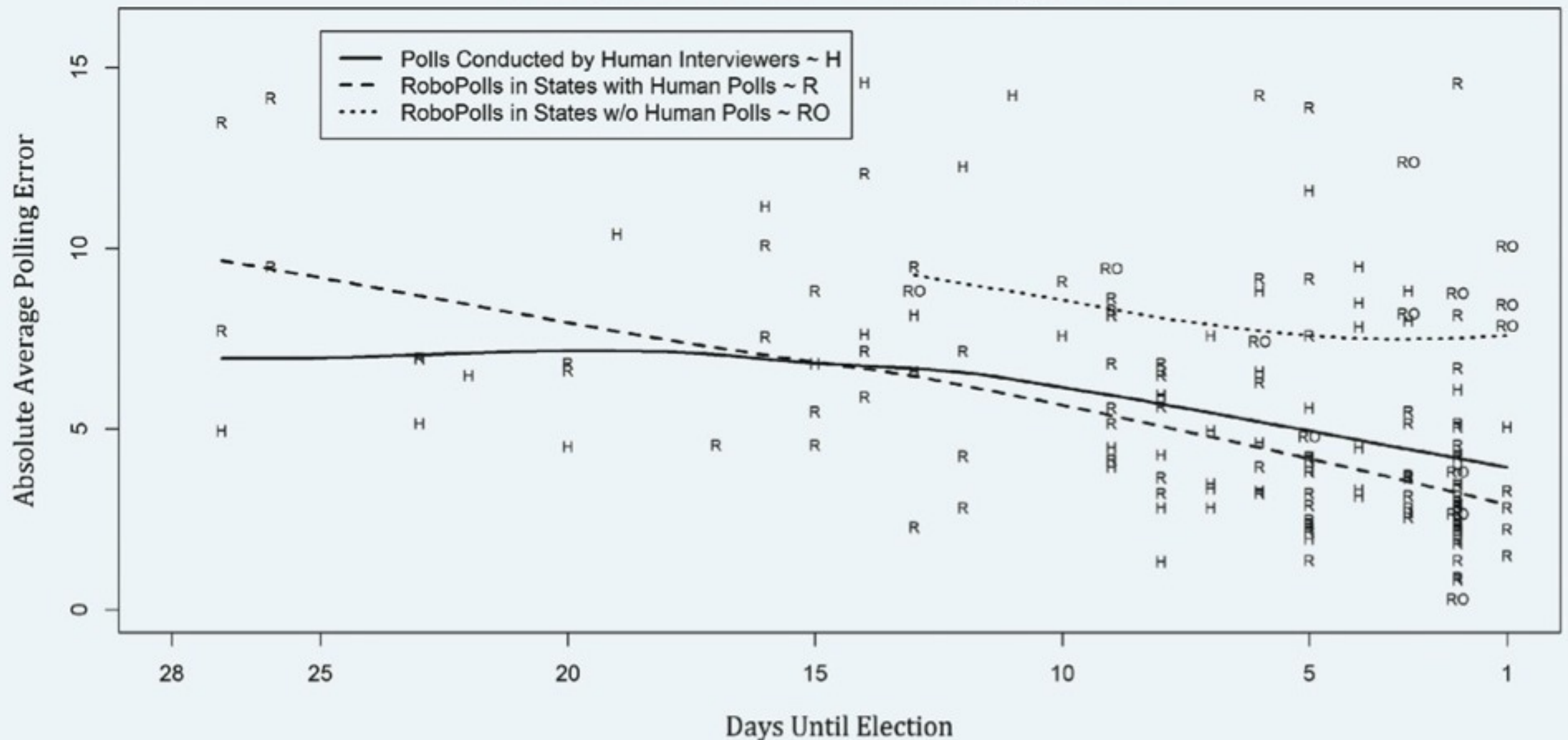


# Robo-Polls: Taking Cues from Traditional Sources?

Joshua D. Clinton, *Vanderbilt University*

Steven Rogers, *Princeton University*

Loess Curves for Error Across Different Types of Polls



# Robo-Polls: Taking Cues from Traditional Sources?

Joshua D. Clinton, *Vanderbilt University*  
Steven Rogers, *Princeton University*

## From What States Were The Robo But No 'Human' Polls?

| <b>State</b> | <b>Type</b>  | <b>VEP<br/>Turnout</b> |
|--------------|--------------|------------------------|
| Colorado     | Caucus       | 1.8                    |
| Maine        | Caucus       | 0.6                    |
| Maryland     | Primary      | 14.7                   |
| Missouri     | N.B. Primary | 7.4                    |
| Minnesota    | Caucus       | 1.3                    |
| Mississippi  | Caucus       | 18.2                   |
| Washington   | Caucus       | 1.1                    |
| Other States |              | 14.5                   |