



**Public Policy
Polling**

History

- ❑ Founded 2001
- ❑ Inexpensive Polling Alternative
- ❑ Rapidly expanding on national scene for 3 years
- ❑ *Campaigns & Elections Magazine*:
Director Tom Jensen one of 15
Democratic Rising Stars under age 35
for 2010



Automated Polling

- ❑ Automated
- ❑ Quick
- ❑ Inexpensive
- ❑ Accurate



Accuracy

- ❑ *Politico* declared PPP one of the ‘winners’ of the Massachusetts Senate special election for being the first pollster to show Scott Brown ahead, and getting his final margin of victory exactly correct.
- ❑ *Politico* recently recognized PPP for showing superior accuracy to its live interview competitors in the Florida Republican primary for Governor.
- ❑ *Wall Street Journal*: PPP 2nd most accurate swing state pollster in 2008
- ❑ Nate Silver of *FiveThirtyEight.com*: PPP 3rd most accurate firm of the most active nationally, most accurate founded since 1990



2010 Accuracy

PPP has polled several primaries and special elections this year that few others have. We have been particularly accurate on 4 key races:

Race	PPP final poll	Actual result	PPP margin	RCP avg.	Actual margin
MA Special	Brown 51, Coakley 46	Brown 52, Coakley 47	Brown +5	Brown +4.7	Brown +5
WA 'jungle' primary	Murray 47, Rossi 33	Murray 46, Rossi 33	Murray +14	none	Murray +13
FL Dem Sen primary	Meek 51, Greene 27	Meek 59, Greene 31	Meek +24	Meek +15.3	Meek +28
FL GOP Gov primary	Scott 47, McCollum 40	Scott 46, McCollum 44	Scott +7	McCollum +1.6	Scott +3

2008 Presidential Accuracy

State	PPP final poll	Actual result	PPP off by...	RCP avg. off by...
Indiana	Obama 49, McCain 48	Obama 50, McCain 49	0	-2.3
North Carolina	Obama 50, McCain 49	Obama 50, McCain 49	0	-0.8
Virginia	Obama 52, McCain 46	Obama 53, McCain 47	0	-1.9
West Virginia	McCain 55, Obama 42	McCain 56, Obama 43	0	-4.1
Missouri	Obama 49.4, McCain 48.6	McCain 49.4, Obama 49.3	+0.9	+0.6
Florida	Obama 50, McCain 48	Obama 51, McCain 48	-1	-0.7
Oregon	Obama 57, McCain 42	Obama 57, McCain 41	-1	-0.7
Colorado	Obama 54, McCain 44	Obama 54, McCain 45	+1	-3.2
New Mexico	Obama 58, McCain 41	Obama 57, McCain 42	+2	-7.4
Ohio	Obama 50, McCain 48	Obama 52, McCain 47	-3	-1.5
Pennsylvania	Obama 53, McCain 45	Obama 55, McCain 44	-3	-3.1
Michigan	Obama 55, McCain 42	Obama 57, McCain 41	-3	-3
Georgia	McCain 50, Obama 48	McCain 52, Obama 47	-3	-1.2

2008 Presidential Accuracy

Overall, PPP...

- ❑ Underestimated victor's margin by only half a point in 16 final polls
- ❑ Outperformed RealClearPolitics.com's average of all final polls in those 16 states by over 1.5 points



Legislative Track Record

- ❑ Since 2008 PPP has correctly called the winner in 27 out of 29 legislative races it has polled in states from California to Georgia to Virginia.
- ❑ PPP has been accurate in polling both general elections (18 of 19 races called correctly) and primaries (9 of 10 races called correctly)
- ❑ PPP has also been successful in polling smaller races like City Council, County Commissioner, and School Board contests.



2010: Perfect Storm

Republicans favored for large gains in House, Senate, governorships, NC legislature because:

- ❑ “Enthusiasm gap”: Republicans more excited to vote than Democrats, larger share of electorate than usual
- ❑ Independents lean Republican by double digits
- ❑ Republicans more unified around their candidates than Democrats around theirs
- ❑ Obama unpopular, few who disapprove of him voting for other Democrats



Enthusiasm Gap

Enthusiasm gap quantified by latest PPP polls of likely voters, reflecting self-reported 2008 vote:

State	Projected 2010 Electorate	2008 Result	Enthusiasm Gap
Texas	McCain +11	McCain +11	None
Maine	Obama +7	Obama +18	D -11
Ohio	McCain +3	Obama +4	D -7
Alaska	McCain +16	McCain +21	D +5
North Carolina	McCain +9	Obama +1	D -10
Louisiana	McCain +20	McCain +19	D -1
Florida	McCain +3	Obama +3	D -6
Illinois	Obama +9	Obama +25	D -16
Pennsylvania	McCain +1	Obama +10	D -11
Missouri	McCain + 7	Tie	D -7

Enthusiasm Gap

- ❑ Largest in states where Obama did unusually well (IL, PA, NC), so part of it is reverting back to the usual partisan gap, which is usually more GOP friendly in midterm elections anyway
- ❑ No enthusiasm gap or slightly pro-Democratic gap in Texas (Rick Perry, unpopular Republican), Alaska (no Sarah Palin on ballot), and Louisiana, but GOP still has huge registration advantage in TX and AK



Potential Dem Bright Spots

- ❑ Alex Sink leading Rick Scott for FL Gov. in our latest poll, 41-34—Bud Chiles was getting 8% before dropping out; his endorsement could push her even further ahead
- ❑ Bill White down to Rick Perry for TX Gov. only 48-42, strong sentiment against Perry's 10-year incumbency
- ❑ John Carney leading both Republicans by 16-18 points for Mike Castle's abandoned DE House seat
- ❑ PPP hasn't polled them, but Dems favored to take over GOP Gov. seats in CT, HI, and MN, and two GOP House seats in IL and HI
- ❑ Other than that, retentions by Harry Reid, Patty Murray, Barbara Boxer, Russ Feingold, Michael Bennet, and Alexi Giannoulias would be a relief; takeover by Jerry Brown would be a surprise



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