

Forecast Errors in Pre-Election Media Polls

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CVA104, 1/F, Communication & Visual Arts Building
Baptist University Road Campus, HKBU

Speaker



Professor Robert Luskin

Associate Professor

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Discussant



Professor Kenneth Chan

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Moderator



Dr Robert Chung

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~All are welcome~

About the Topic

Media-sponsored polls forecasting election outcomes have become a fixture of election campaigns around the democratic world. Professor Robert Luskin will describe the landscape of these polls and their results, then turn to his research on signed forecast errors in 2,130 polls for 952 state-level elections in the U.S. from 1990 through 2016. It is shown that the polls have some tendency to under-forecast the Republican vote, but the error is faint and highly variable. To explain this variation, a seemingly unrelated regressions (SUR) model of the Republican poll and vote share is estimated and a model of the forecast error is derived. The explanatory variables include characteristics of the poll, the election, the electorate, the campaign, and the role of campaign spending. It is found that a Republican spending advantage, surprisingly, increases the under-forecasting of the Republican vote instead of reducing it.

Details and registration (optional)

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