How to accurately predict voting intention in pre-electoral elections

Tracking Polling Method

GAD3 case analysis: 2015-2022

Sara Morais- CEO & WAPOR Spanish Representative

Beatriz Losada- Head of Research

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Introduction

The social, political and polling context 2015-2022

The Polling Method - Challenges

– 2014, polls **failure in European Elections.**

- GAD3 was the only polling firm who estimated results for the new party PODEMOS.

- However, the bias was more than 3 points (3,5% estimated vs. 7,0% obtained)

– 2014, **Method Review**.

- New parties, <u>new voters</u>. We could not reach new voters through **land line phones…**

- New parties, <u>new polling context</u>.
  - We can no longer use **historical data** to analysis social and political behavior.
  - We **cannot use elector past tendencies of vote** to correct de bias anymore.

- New parties, <u>new political context</u>: voting fragmentation leads to more **volatility in voter's decisions**.

– **2014-2022: Scottish Referendum + more than 20 elections in more 15 countries** (followed *in situ*).

GAD3

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The Polling Method: polling context

—2015-2017, Context of economic crisis and the emerge of new parties...
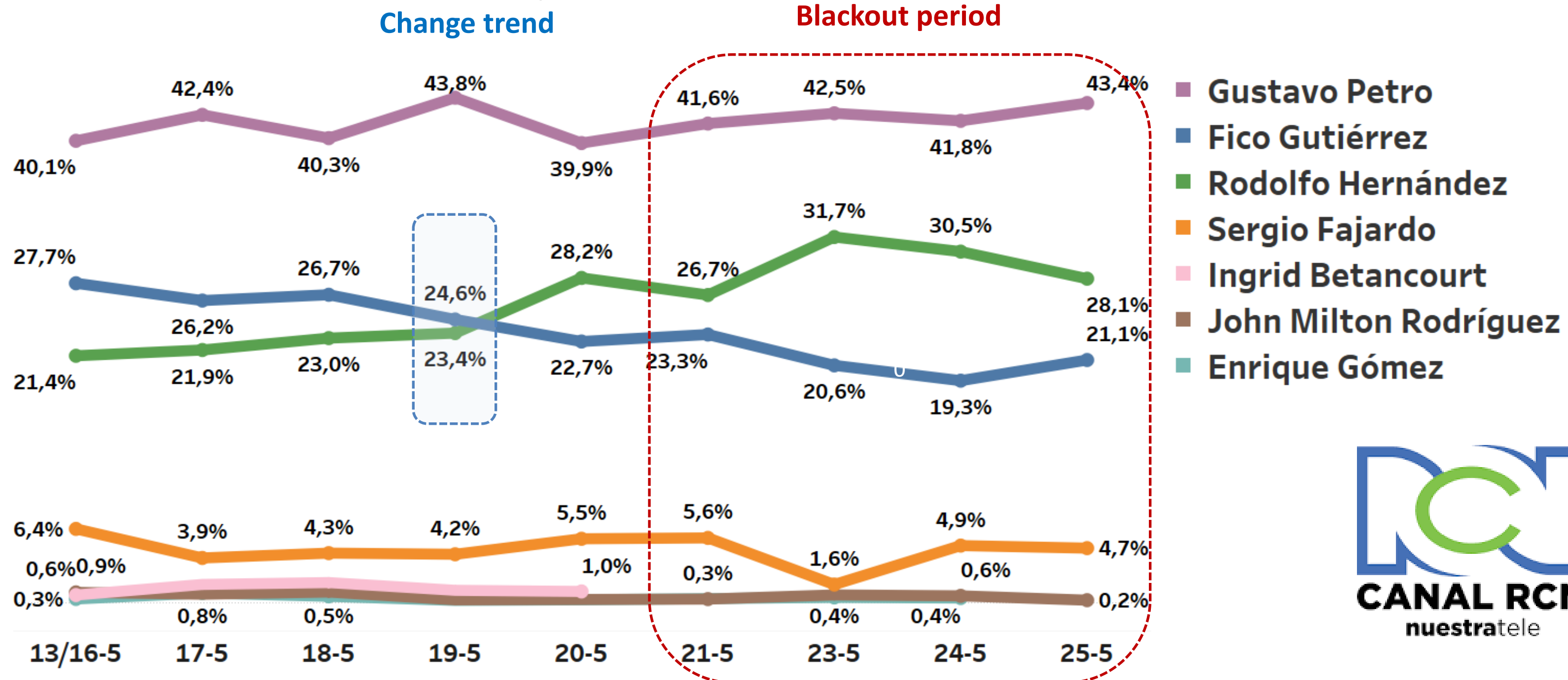
- **Exit polls were accurate**, however pre-electoral polls were not anticipating voting results correctly, due to **blackout periods**.

Average distance between polls and election results
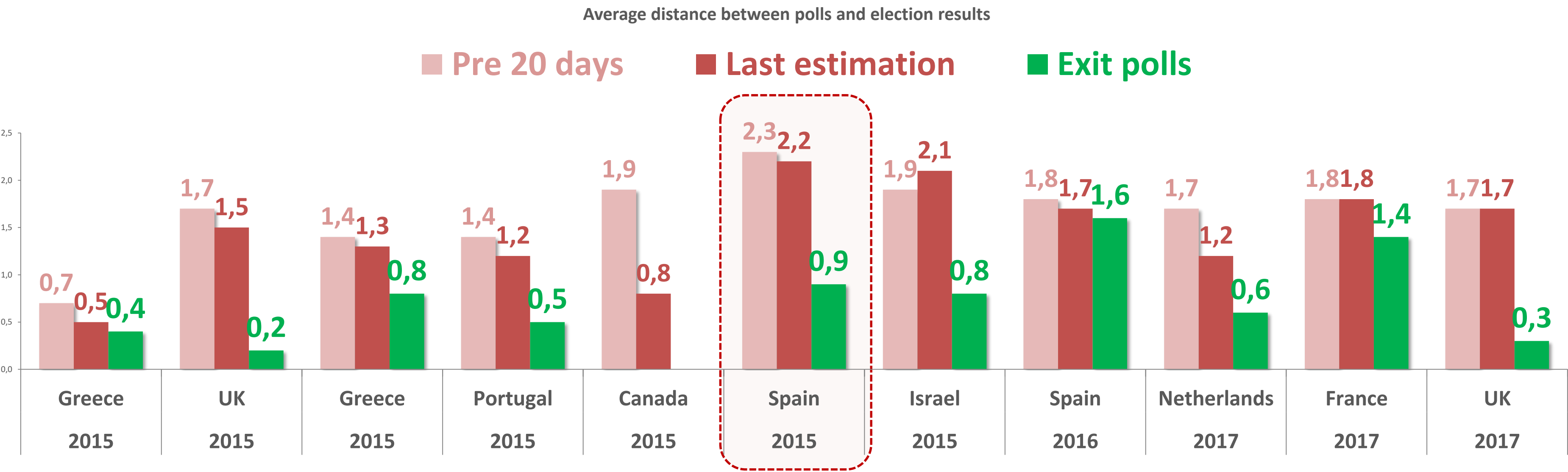
Source: own elaboration from elections results web pages and Poll Base (by Mark Pack).
The criteria for the distance is: absolute difference from the estimation (without DA/DK) of the % of valid vote to the final results of the 6 main parties.
In the cases of Israel , UK and Netherlands the % of votes have been calculated from the seats estimations.

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The Polling Method: polling context

- POLITICAL **FRAGMENTATION**= VOTING **VOLATILITY**
- **Main changes in voting decision occurs during the electoral campaign**, 15 days leading up to elections, and even the day of the elections.

Change trend

Blackout period

Gustavo Petro
40,1% · 42,4% · 40,3% · 43,8% · 39,9% · 41,6% · 42,5% · 41,8% · 43,4%

Fico Gutiérrez
27,7% · 26,2% · 26,7% · 24,6% · 22,7% · 23,3% · 20,6% · 19,3% · 21,1%

Rodolfo Hernández
21,4% · 21,9% · 23,0% · 23,4% · 28,2% · 26,7% · 31,7% · 30,5% · 28,1%

Sergio Fajardo
6,4% · 3,9% · 4,3% · 4,2% · 5,5% · 5,6% · 1,6% · 4,9% · 4,7%

Ingrid Betancourt
0,6% · 0,9% · 1,0%

John Milton Rodríguez
0,3% · 0,8% · 0,5% · 0,3% · 0,4% · 0,4% · 0,2%

Enrique Gómez

13/16-5 · 17-5 · 18-5 · 19-5 · 20-5 · 21-5 · 23-5 · 24-5 · 25-5

Source: GAD3 tracking poll for RCN Channel, Colombia (2022).

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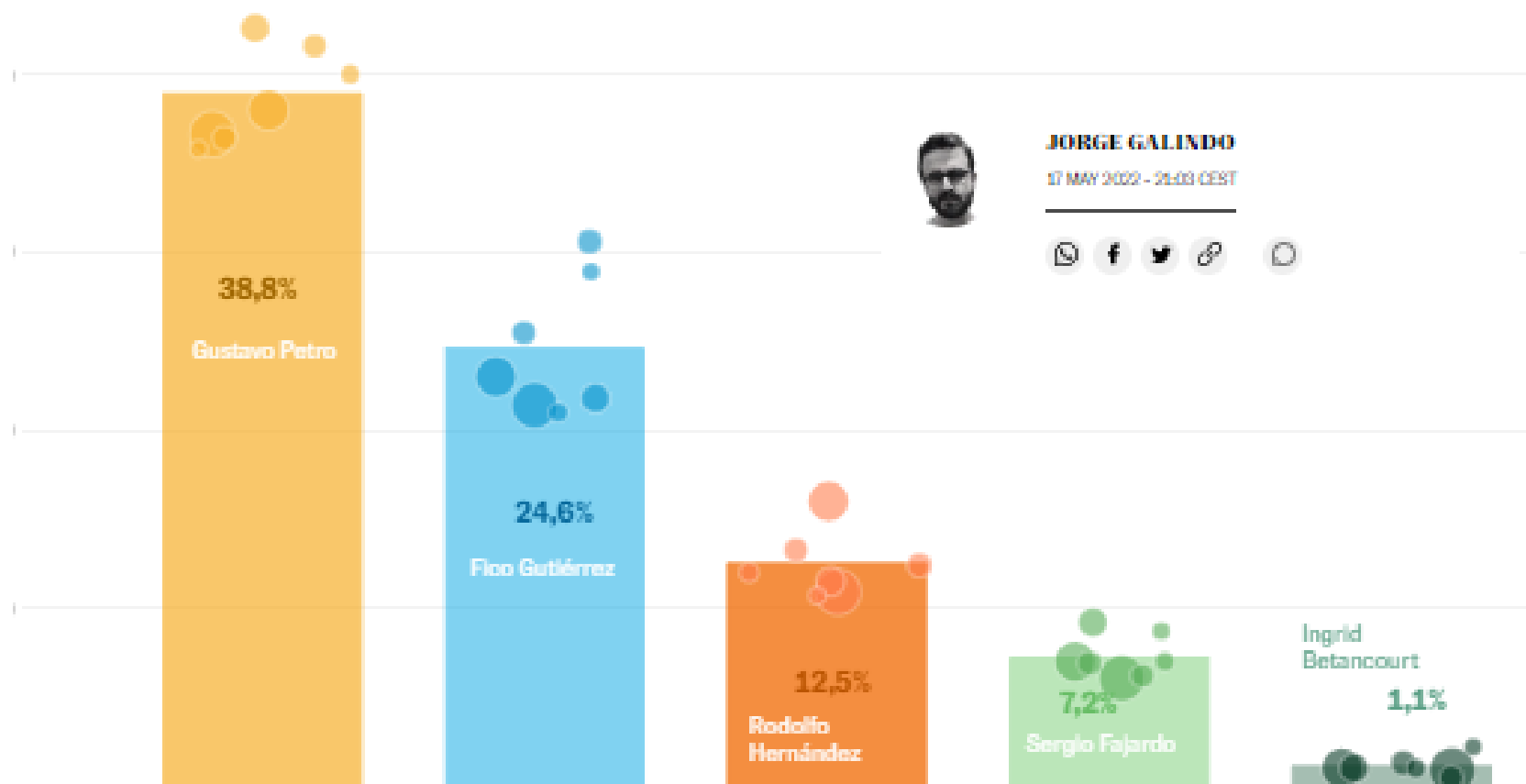
The Polling Method: polling context

América Colombia

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ELECCIONES EN COLOMBIA »

Petro y Fico se estancan en cabeza de las encuestas presidenciales en Colombia

Los líderes de la carrera siguen en posición de pasar a segunda vuelta pero sin crecer, mientras el centrista Fajardo desaparece del mapa en favor del novedoso ascenso del independiente Rodolfo Hernández

JORGE GALINDO
17 MAY 2022 - 21:03 CEST

38,8% Gustavo Petro

24,6% Fico Gutiérrez

12,5% Rodolfo Hernández

7,2% Sergio Fajardo

Ingrid Betancourt 1,1%

The first week of electoral campaign, **Rodolfo Hernandez was leading ahead of Fico Gutierrez.**

However, media and pre-electoral **polls were unable to anticipate** that Rodolfo Hernandez was advancing and about to lead just before the **blackout period began** 21/05, and many of the polls were conducted "face2face".

Do polls really fail?

The Polling Method: polling context

Polling organisation/client	Date(s) conducted	Sample size	Gustavo Petro PHC	Federico Gutiérrez EPC	Rodolfo Hernández LIGA	Sergio Fajardo CCE	Íngrid Betancourt PVO	R
First round election[3]	29 May 2022	–	40.34%	23.94%	28.17%	4.18%	0.07%	
Betancourt withdrew her candidacy on 20 May 2022[4]								
AtlasIntel[5]	17–20 May 2022	2,781	40%	26.7%	21.4%	8.8%	0.2%	
CELAG[6]	16–20 May 2022	2,174	45.1%	20.1%	20.4%	4.9%	–	
Guarumo[7]	16–19 May 2022	2,258	37.9%	30.8%	20.3%	4.3%	0.8%	
CNC[8]	13–19 May 2022	3,860	41%	23.9%	21.9%	4.5%	0.7%	
		4,412	35.8%	20.8%	19.1%	4%	0.6%	
Invamer[9]	13–18 May 2022	1,312	40.6%	27.1%	20.9%	5.1%	0.8%	
Mosqueteros[10]	15–18 May 2022	6,000	44.7%	22.4%	15.8%	6.9%	0.6%	
CNC[11]	2–13 May 2022	6,204	38%	23%	16%	7%	1%	
Pérez withdrew his candidacy on 11 May 2022[12]								
TYSE[13]	23 Apr–8 May 2022	8,000	36.6%	21.4%	10.9%	6.6%	0.8%	
YanHaas[14]	30 Apr–7 May 2022	1,232	40%	21%	12%	7%	1%	
Guarumo[15]	25–29 April 2022	2,132	36.4%	30.6%	12.4%	6.9%	1.3%	
Invamer[16]	21–27 April 2022	1,409	43.6%	26.7%	13.9%	6.5%	0.5%	
CNC/Semana[17]	18–21 April 2022	4,599	38%	23.8%	9.6%	7.2%	0.9%	
CELAG[18]	1–19 April 2022	3,064	42.6%	21.8%	11.5%	9.2%	1.0%	
CNC[19]	4–7 April 2022	1,965	34%	23%	12%	9%	2%	
Guarumo[20]	30 Mar–1 Apr 2022	1,865	34%	25%	9.3%	9.5%	2.6%	
CNC/Semana[21]	28–31 March 2022	4,206	36.5%	24.5%	10%	8.4%	1.5%	
YanHaas[22]	14–19 March 2022	1,236	37%	19%	11%	10%	2%	
CNC/Semana[23]	18–19 March 2022	2,143	32%	23%	10%	10%	3%	

Only one polling firm anticipated Rodolfo Hernandez as the runoff candidate, before the blackout period started.

Do polls really fail?

The Polling Method solution in a VUCA context

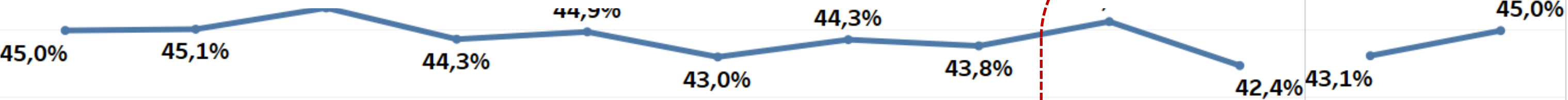# The tracking poll method

The Tracking Poll Method- INSIGHTS

- <u>KNOW</u>: **Electoral Campaigns** move votes

- <u>MESURE</u>: **the closer to election day, the better**

- <u>SELL</u>: **publish results the day of the elections**
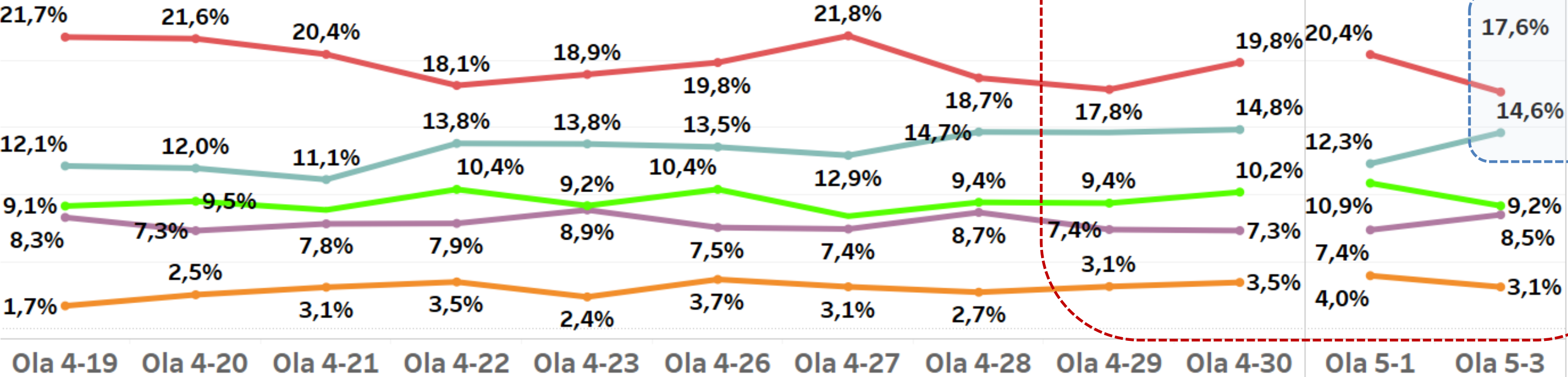
POLLING TRUST

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The Tracking Poll Method- Study cases (Madrid)

Blackout period

mavo

Change trend

PP
45,0% 45,1% 44,3% 44,9% 43,0% 44,3% 43,8% 42,4% 43,1% 45,0%

PSOE
21,7% 21,6% 20,4% 18,1% 18,9% 19,8% 21,8% 18,7% 17,8% 19,8% 20,4% 17,6%
12,1% 12,0% 11,1% 13,8% 13,8% 13,5% 12,9% 14,7% 9,4% 14,8% 12,3% 14,6%

VOX
9,1% 9,5% 7,8% 10,4% 9,2% 10,4% 7,5% 7,4% 9,4% 10,2% 10,9% 9,2%
8,3% 7,3% 7,9% 8,9% 7,4% 8,7% 7,3% 7,4% 8,5%

PODEMOS
1,7% 2,5% 3,1% 3,5% 2,4% 3,7% 3,1% 2,7% 3,1% 3,5% 4,0% 3,1%

Ola 4-19 | Ola 4-20 | Ola 4-21 | Ola 4-22 | Ola 4-23 | Ola 4-26 | Ola 4-27 | Ola 4-28 | Ola 4-29 | Ola 4-30 | Ola 5-1 | Ola 5-3

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Source: GAD3 tracking poll for Telemadrid

The Tracking Poll Method-

TRACKING POLL RESULTS

Sondeo GAD3

PP	PSOE	M	VOX	♡	Cs
62-65	25-28	21-24	12-14	10-11	0

ELECTIONS RESULTS

MM finally got the second position

24 26 24 20 13 12 10

65 30 37 7

2021 2019

TeleMadrid

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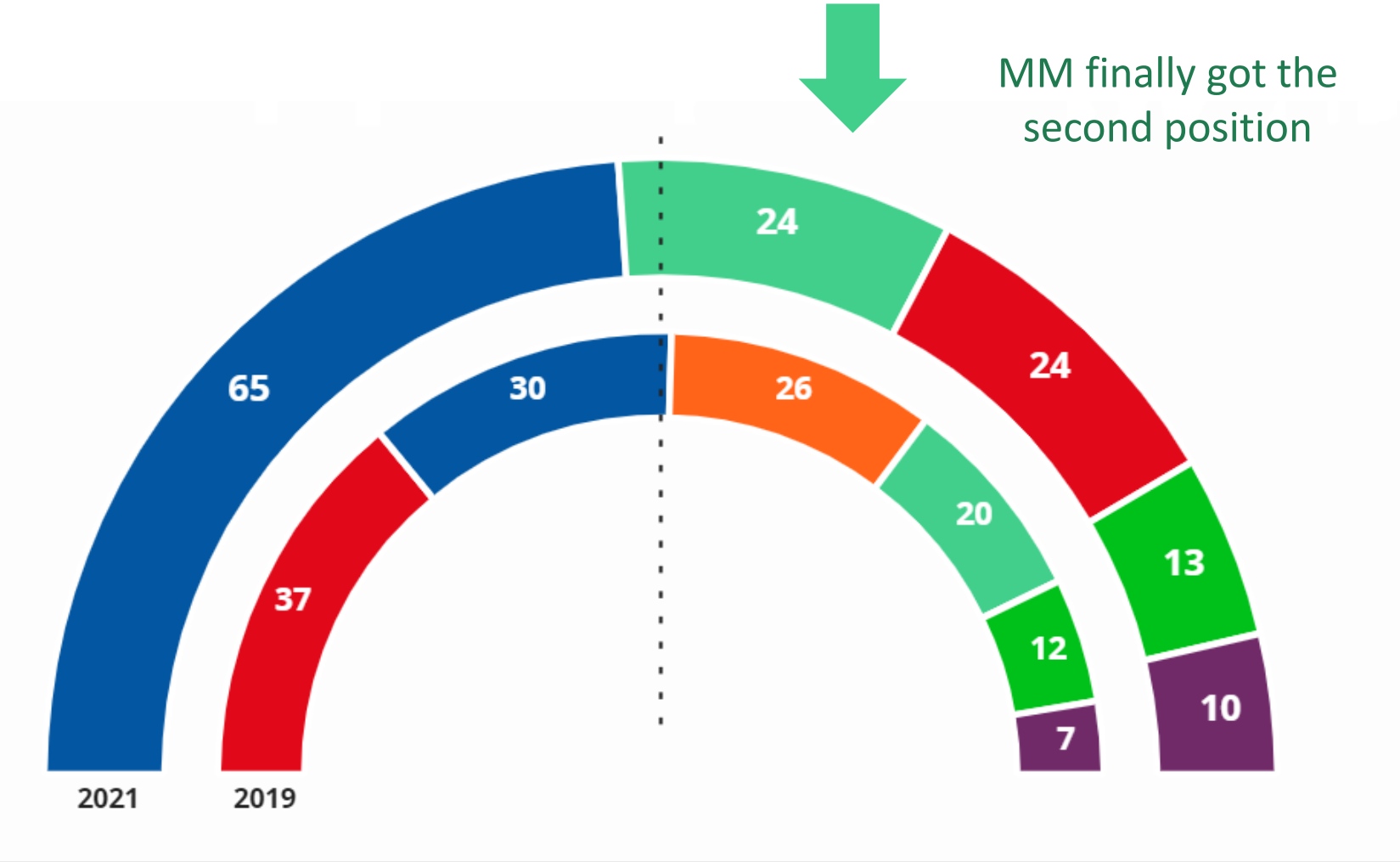
The Tracking Poll Method- Study cases (Andalusia)

Source: GAD3 tracking poll for FORTA

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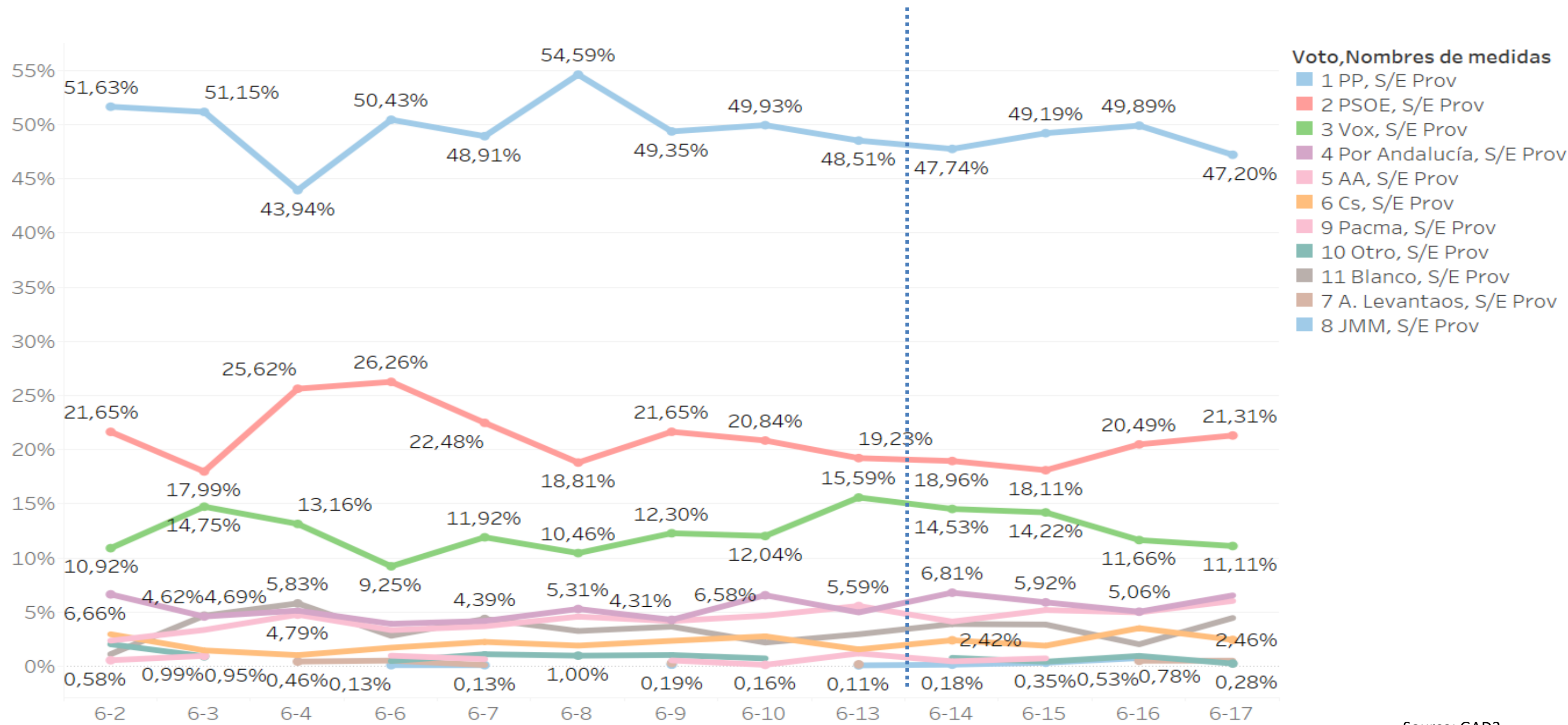
The Tracking Poll Method- Importance of publishing

In Spain, **GAD3 publishes results at 20:00h the D- day** (at the closure of polling stations) in every single national or regional election
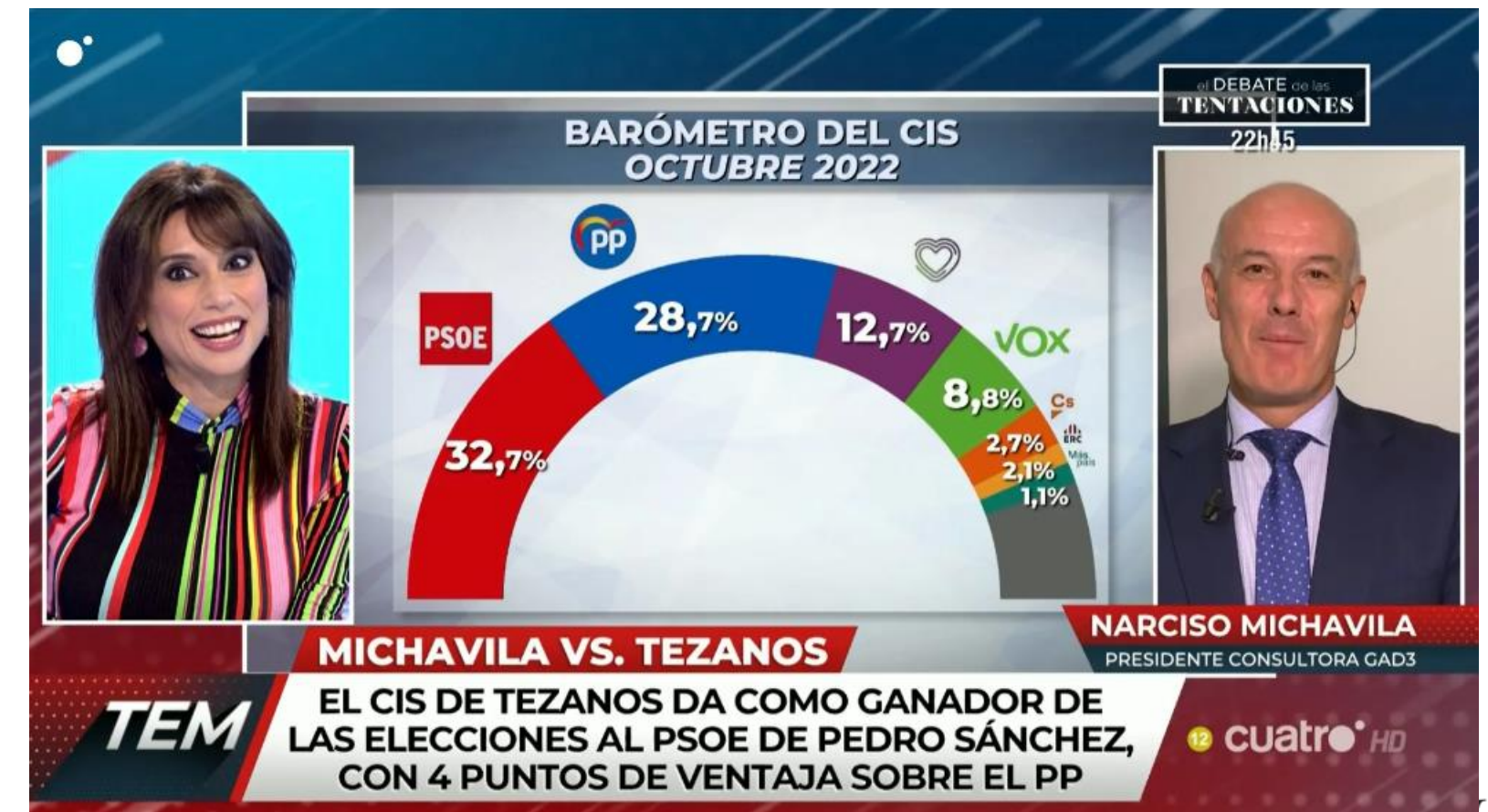
Polling methodological solutions- The tracking Poll

In Colombia, **GAD3 publishes results**
every day during the electoral campaign
until the blackout period starts.
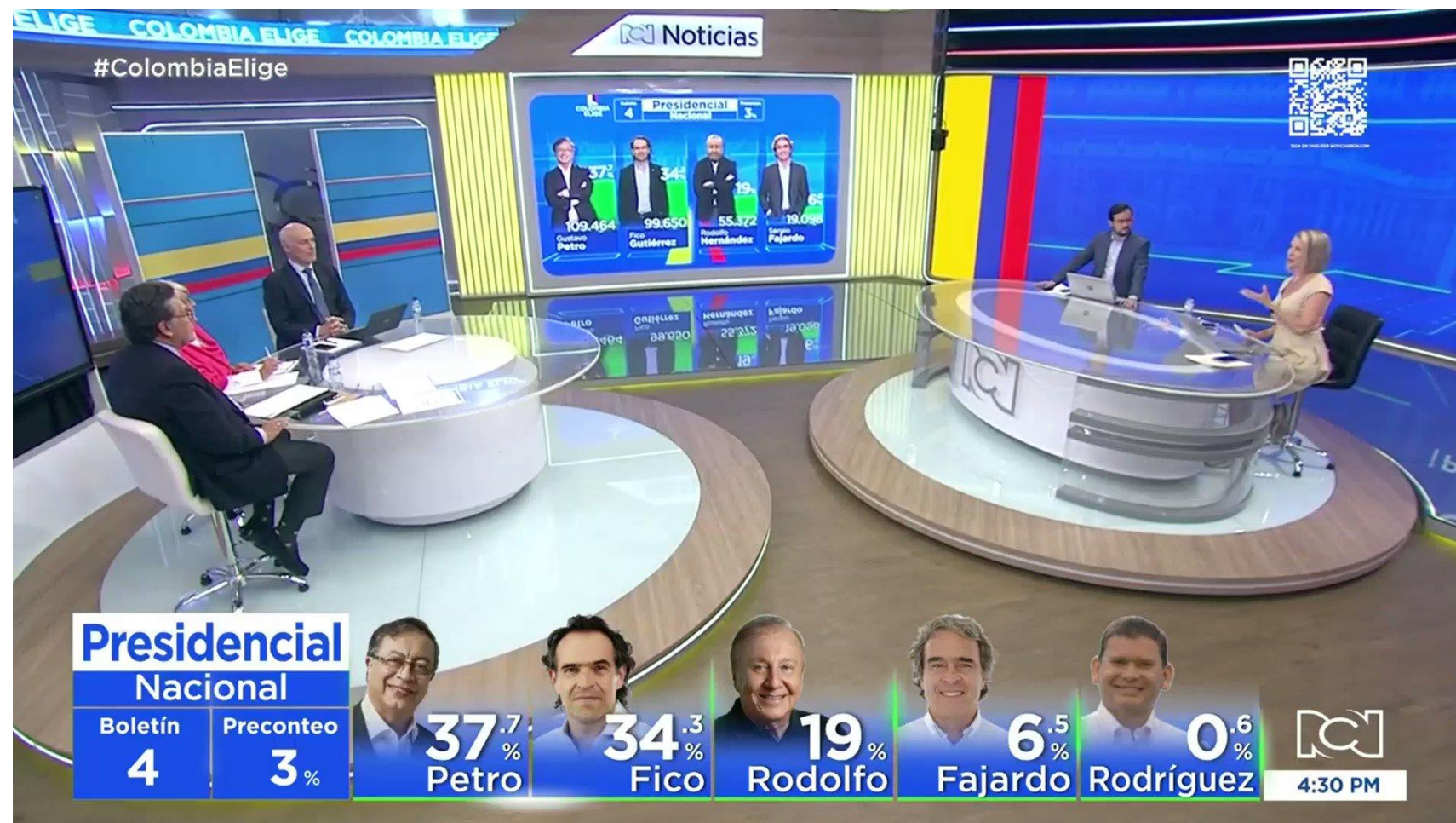
The Tracking Poll Method- Accuracy and Trust

Seats Estimated correctly
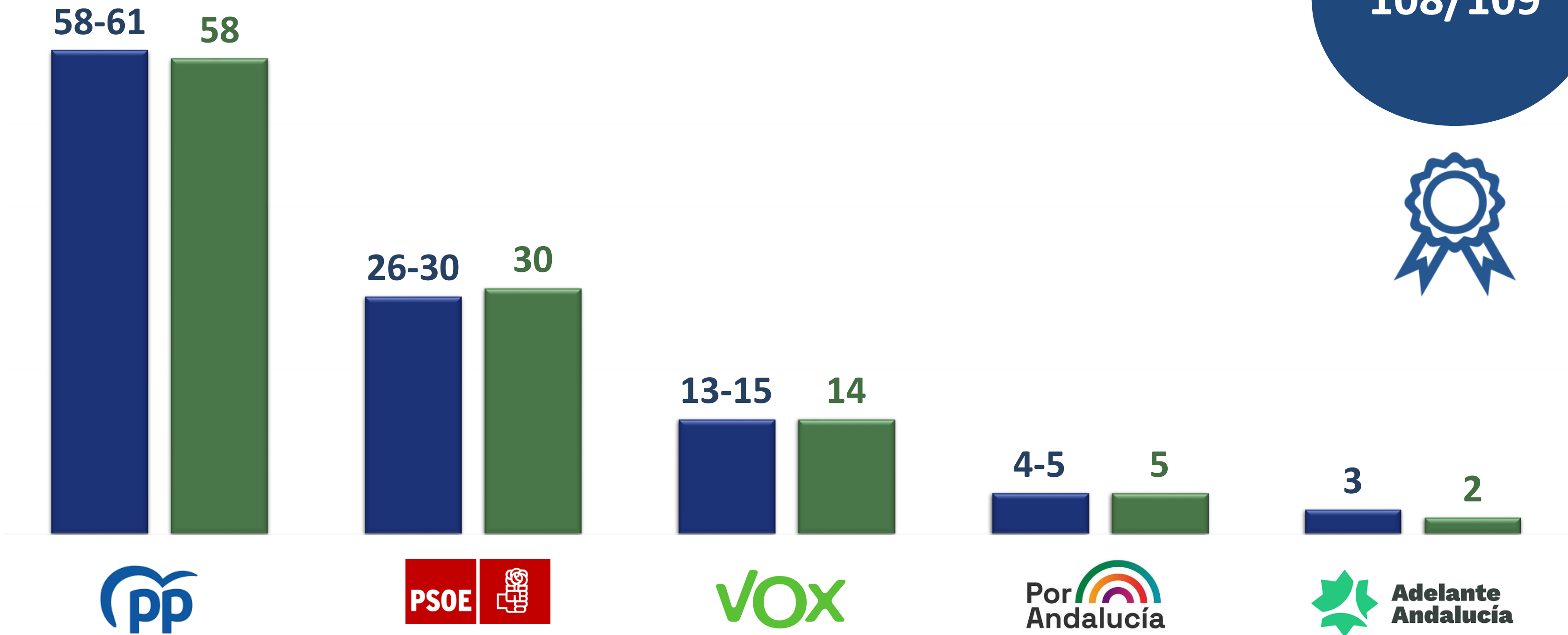
Madrid Assembly Elections
- ■ GAD3 Telemadrid 4M
- ■ Results 4M

64/65

PP
- 62-65
- 65

Más Madrid
- 21-24
- 24

PSOE
- 25-28
- 24

VOX
- 12-14
- 13

PODEMOS
- 10-11
- 10

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What is the Tracking Poll Method?

The *tracking poll* is a **continuous survey (CATI)** conducted during the electoral campaign, **15 days before the date of the elections**.

9.998 interviews
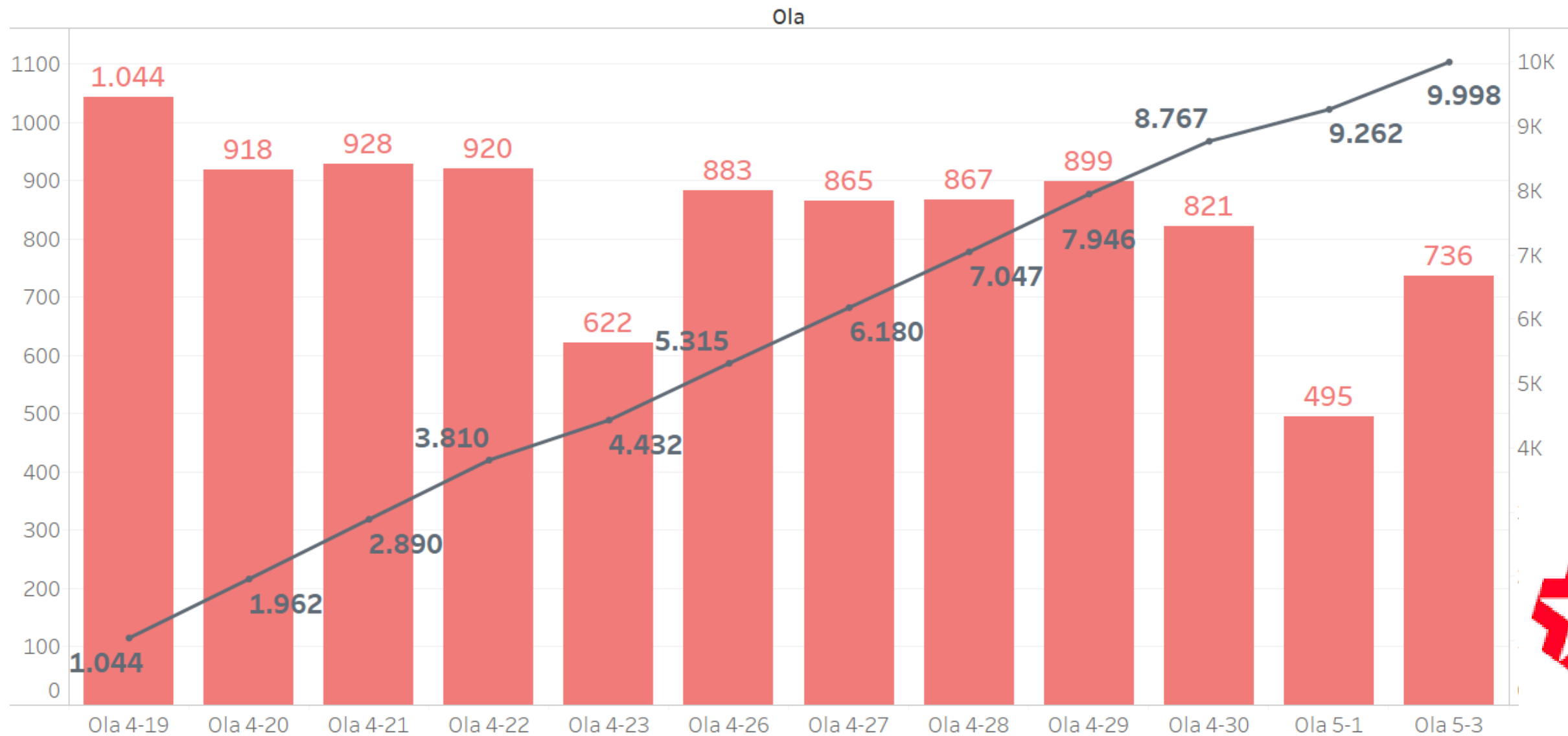
What is the Tracking Poll Method?

Daily representative sample: we conduct up to 1.000 interviews per day
Sample is reinforced during the last 5 days (56%)

What is the Tracking Poll Method?

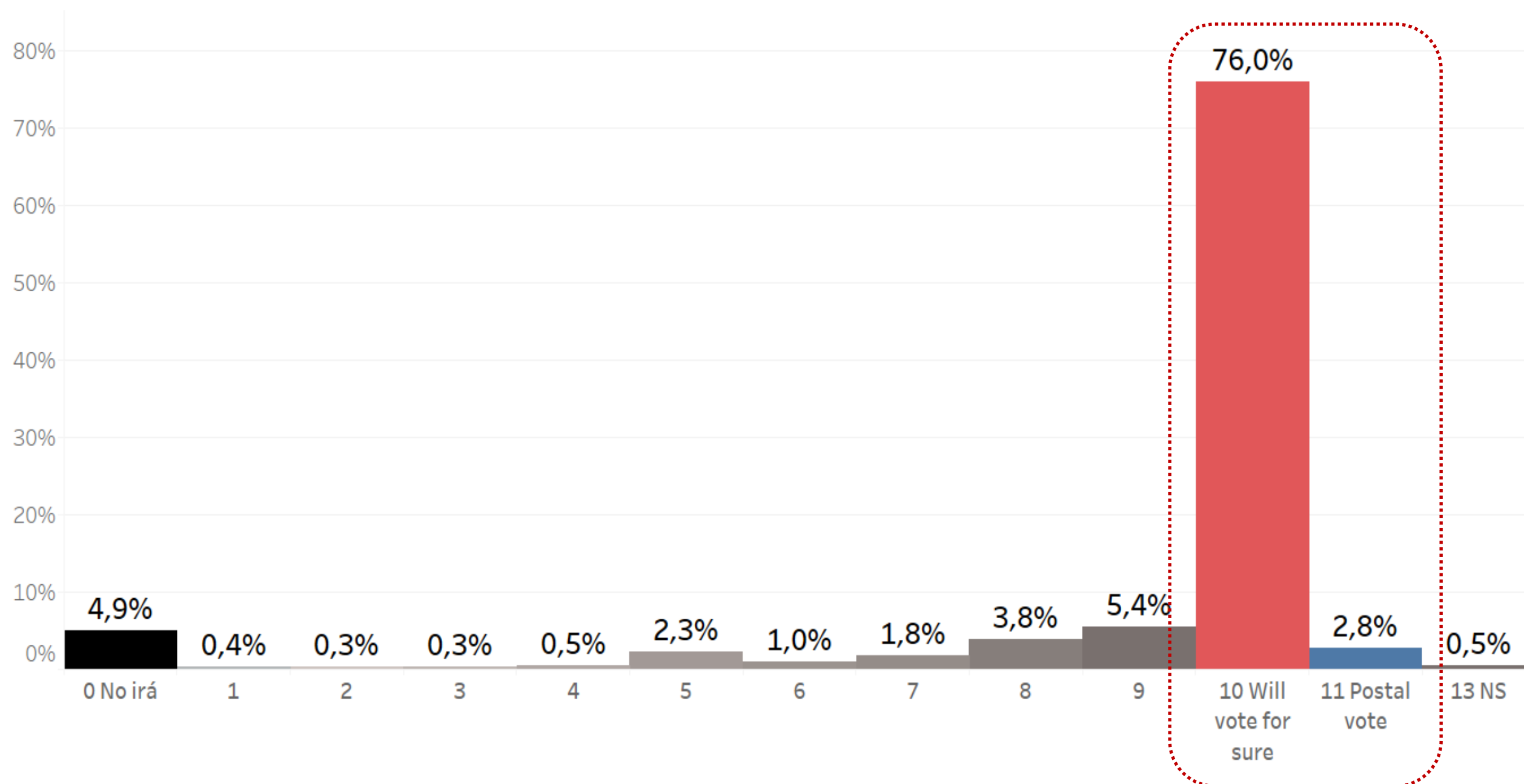**Short and sharp questionnaire of 5-6 questions:**

1. Introduction
2. Elector past vote behaviour
3. Current voting intention
4. Probability to vote in the next elections
5. Profile: sex, age, ideology.

What is the Tracking Poll Method?

On a scale 0-10, what is the probability that you are you going to vote in the next Madrid Assembly elections on May 4th?

We consider as a **valid Sample** those who affirm that they are going to vote (10/10) and those who have already voted by post, **79% of the sample**

Chart values:
- 0 No irá: 4,9%
- 1: 0,4%
- 2: 0,3%
- 3: 0,3%
- 4: 0,5%
- 5: 2,3%
- 6: 1,0%
- 7: 1,8%
- 8: 3,8%
- 9: 5,4%
- 10 Will vote for sure: 76,0%
- 11 Postal vote: 2,8%
- 13 NS: 0,5%

Advantages and conclusions

- Our method is an **alternative** to an exit poll→ reduces costs down to 10% its costs (400k to 40k).

- **Size sample reduction** from 400,000 to 10,000-12,000 telephone interview.

- **Accuracy**: measures last minute changes→ 30% of the electors decide their vote throughout the electoral campaign and 10% changes at last minute.

Advantages and conclusions

- **Increases trust** in public opinion polls.

- For **private sector**: change powerful strategies (make better decisions understanding the reality)

- It can be **used in any electoral process** around the world.

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www.gad3.com

T.: +34 91 369 7994

info@gad3.com

C/Alcalá 75,4 º izq.28009 –

Madrid, España

CRA 13 No. 77 17 PISO 2

Bogotá D.C ,Colombia