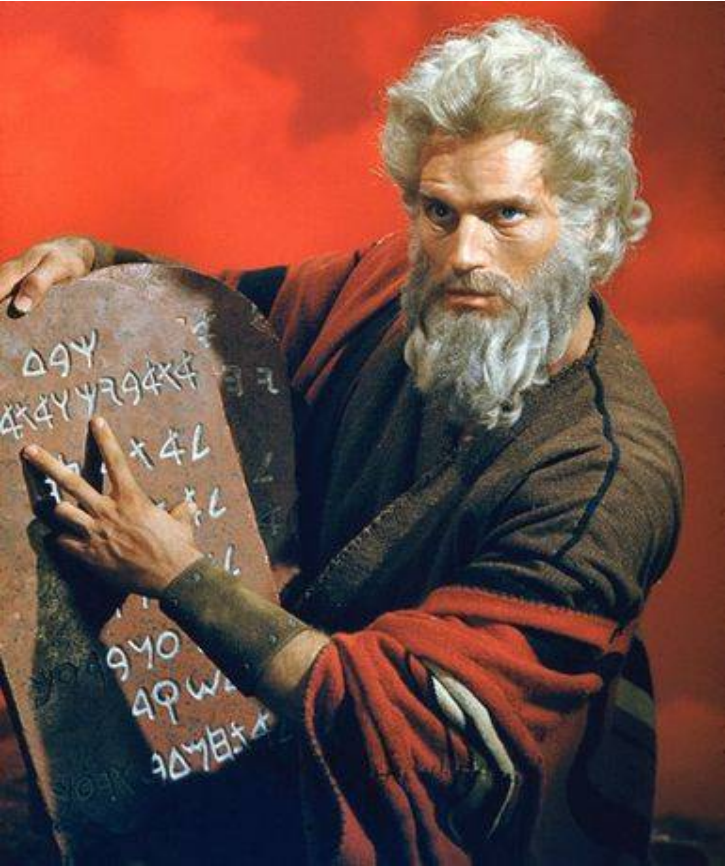


**Gary Langer, Director of Polling, ABC News
BMI - Tuesday, Oct. 24, 2006**



Good Data

- Are powerful and compelling
- Rise above anecdote
- Lend credibility and authority
- Imply precision & scientific method
- Expand our knowledge and improve our reporting

Bad Data

- Are manufactured to promote a product, client or point of view
- Can be intentionally manipulated by unseen interests
- Are increasingly prevalent (cheaply produced via Internet, e-mail)
- Misinform, even disinform our audience

The Challenge

- Know the difference
- Report the good
- Shitcan the bad

Break the wink-and-nod pact between a data-hungry and math-phobic media and the spin industry that exists to feed it with manufactured misinformation.

The Good Stuff

Probability samples





When They Differ

Differences represent complexity
– not contradiction

*Peel the layers and we learn more
(e.g. death penalty, abortion,
immigration, many more)*

*Differences also can reflect timing,
populations, options*

Games People Play

Internet click-ins

Internet opt-in panels

Blast-fax or e-mail
“samples”

Street intercepts

Listed surname
samples

Urban-only samples

Census-density
samples

Robo-polls

Leading or unbalanced
questions

Fake trend

False significance

Opaque weights

Biased, selective or
hyped analysis

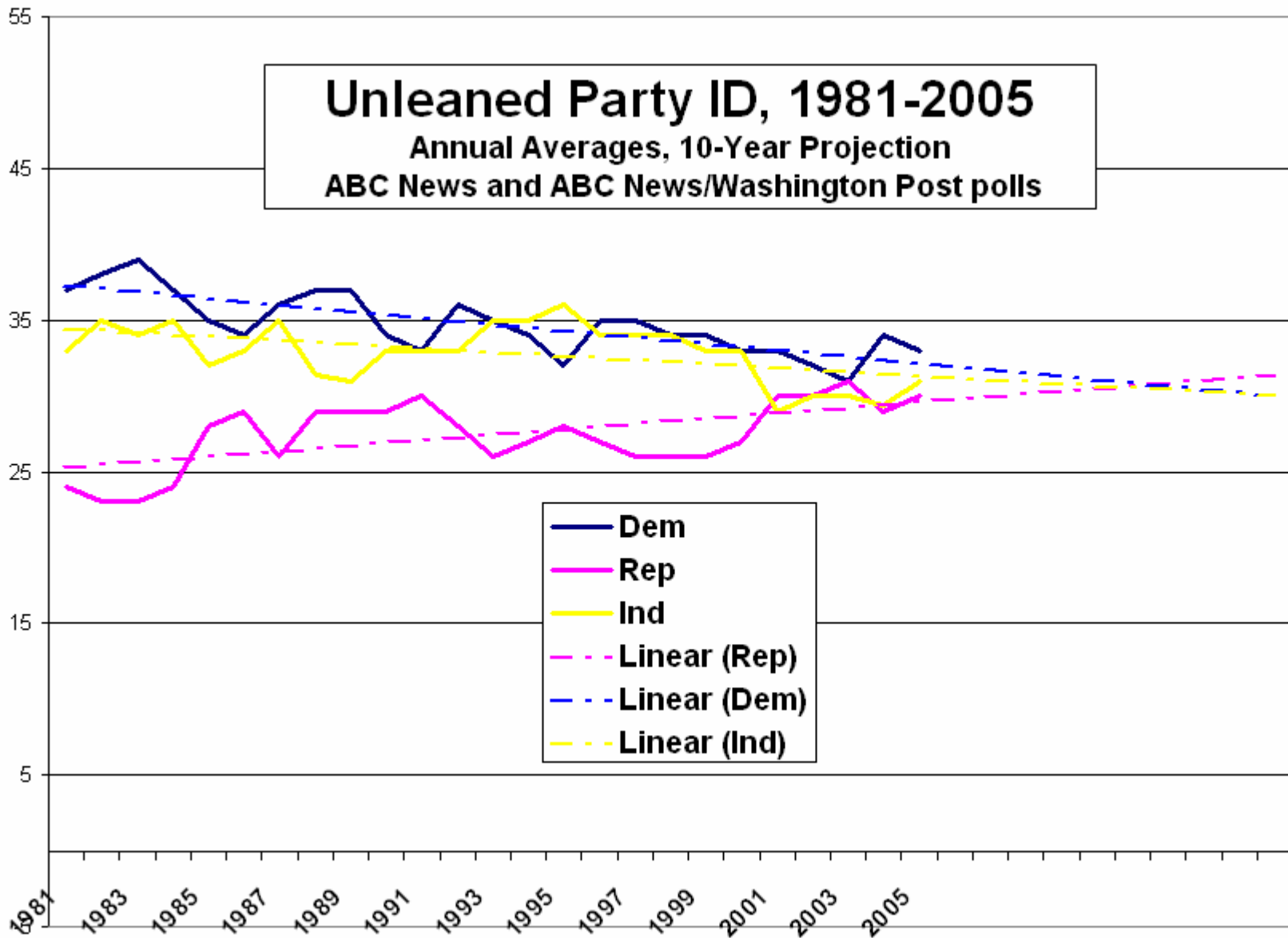
Axe grinding, wishful
thinking... and plain
old-fashioned b.s.

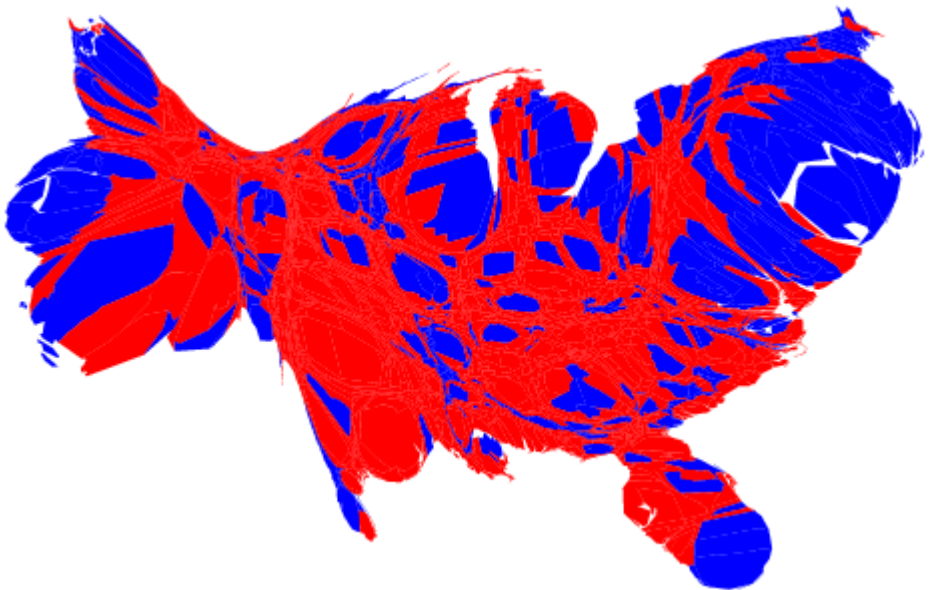
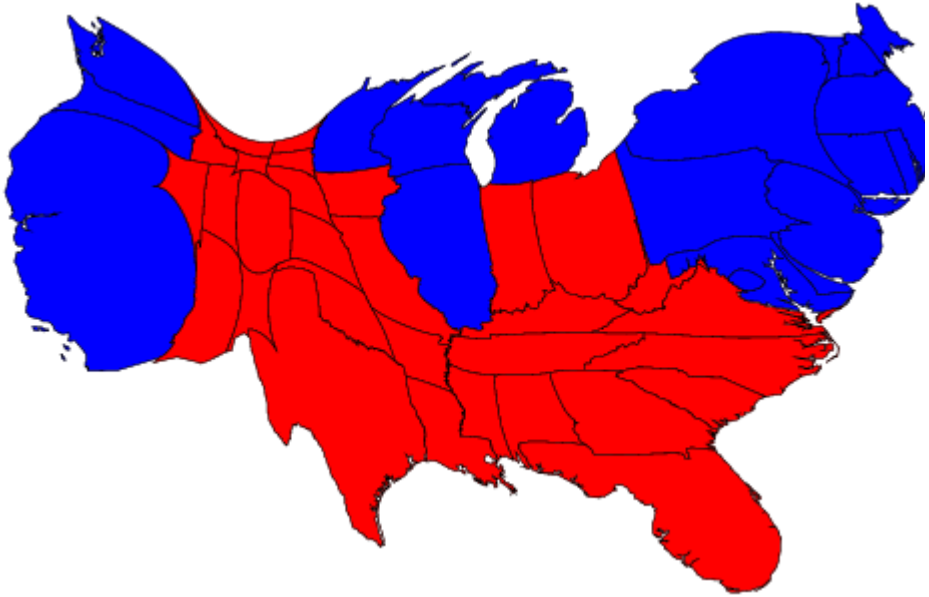
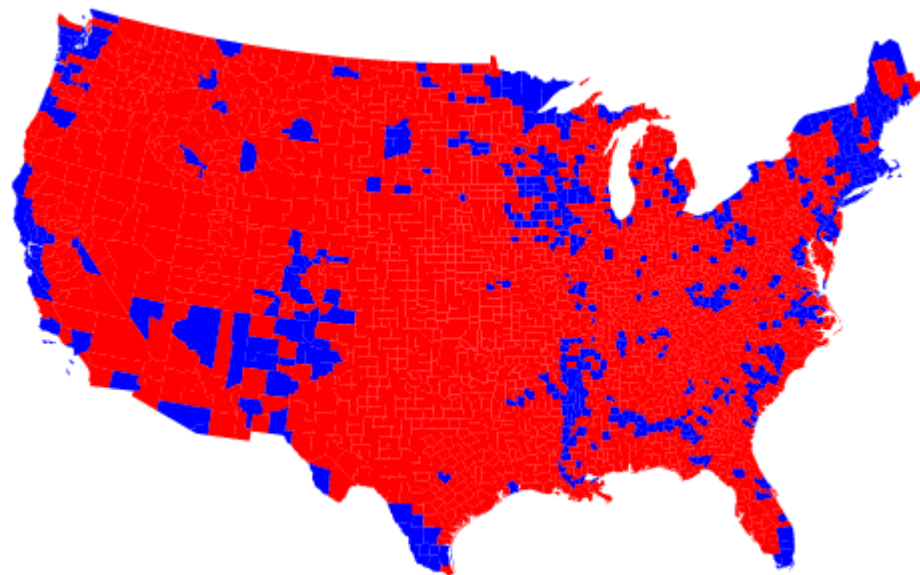
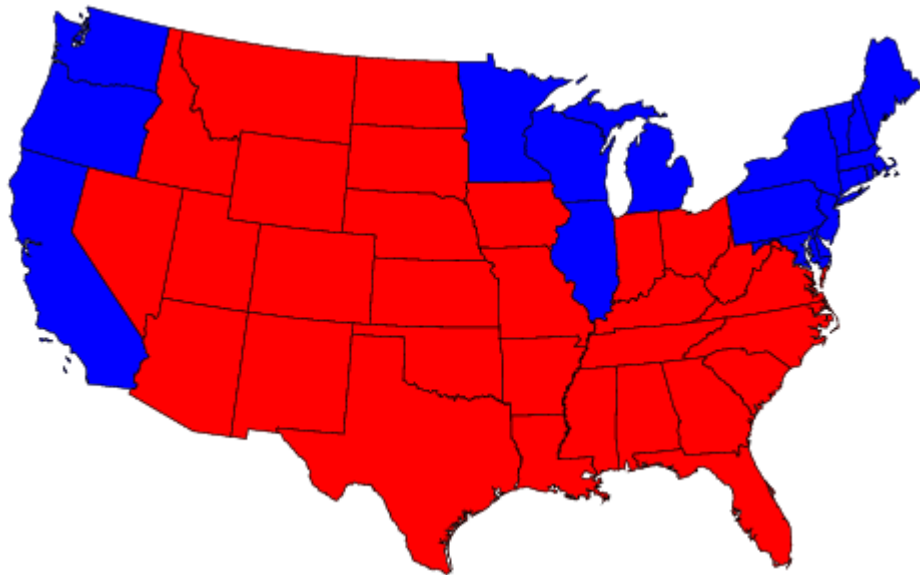
The Shape of our Politics

Unleaned Party ID, 1981-2005

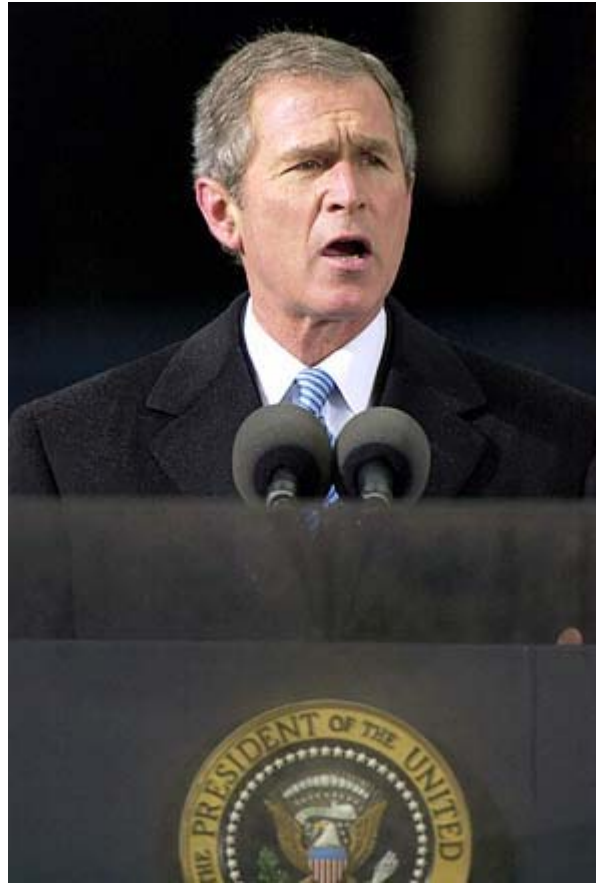
Annual Averages, 10-Year Projection

ABC News and ABC News/Washington Post polls

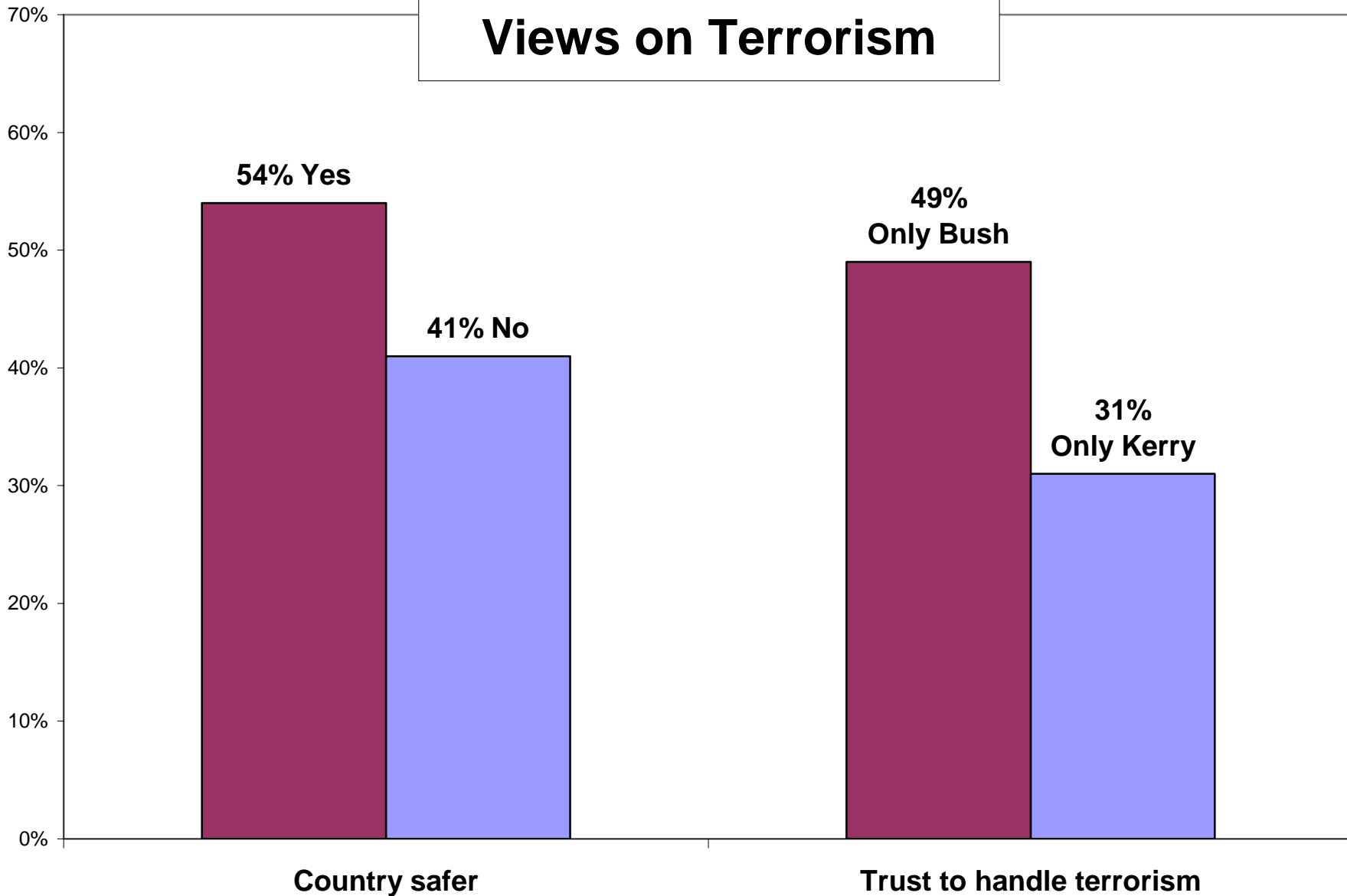




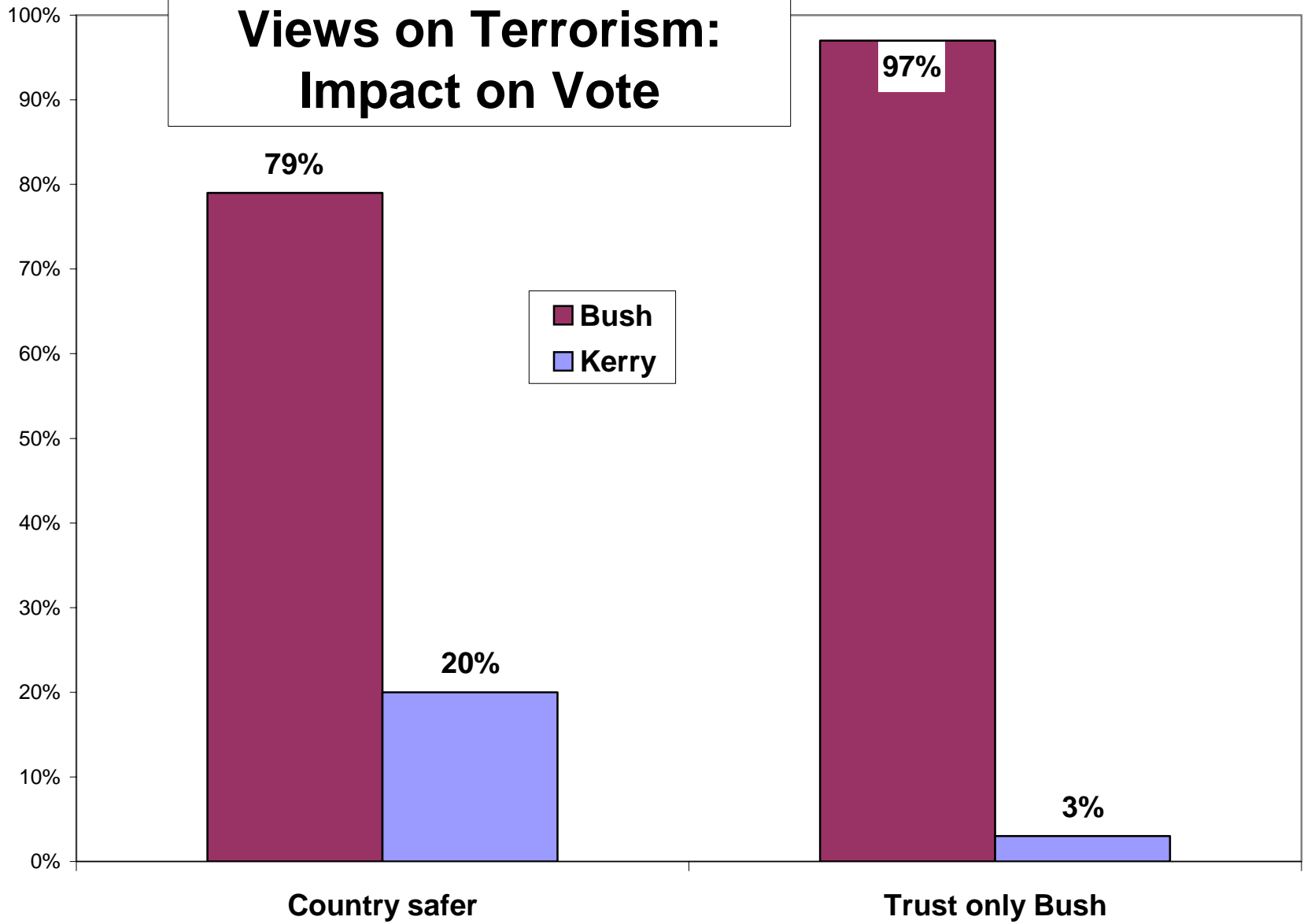
2004: Why?



Views on Terrorism



Views on Terrorism: Impact on Vote



And now?

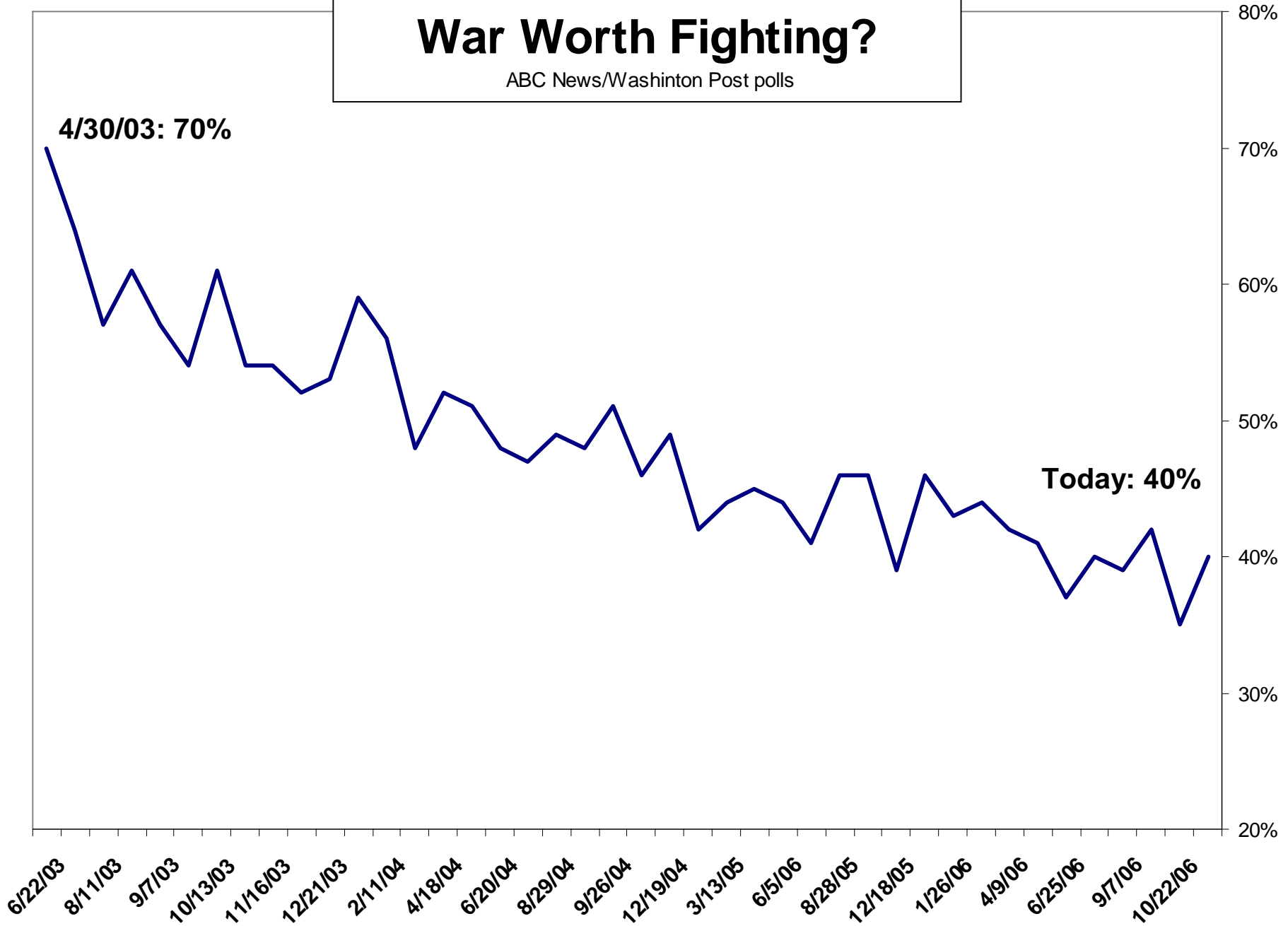
Career Approval: George W. Bush

ABC News/Washington Post polls



War Worth Fighting?

ABC News/Washington Post polls



Correlations

Bush approval and price of gasoline:

.22

Bush approval and “war worth fighting”:

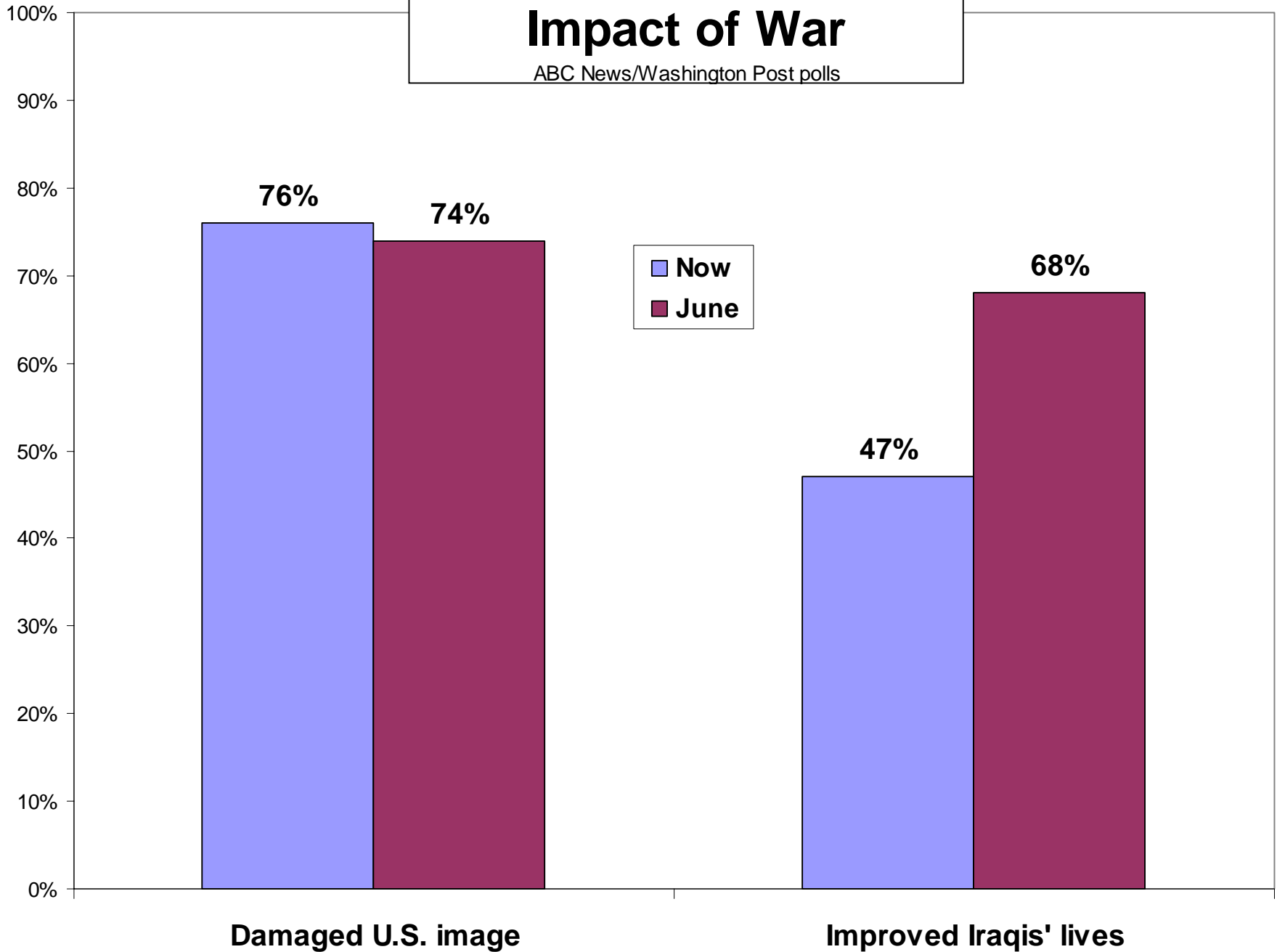
.95

The concerns

- Costs/casualties
- Lack of a persuasive rationale
- Perceived lack of progress
in establishing civil order *or* a stable gov't
- Lack of a clear plan (Rep. or Dem.)
- Sense of having been misled
- Pessimism for the future
- And more...

Impact of War

ABC News/Washington Post polls



War “not worth fighting”

Democrats: 78%

Independents: 64%

Conservatives: 40%

Evangelical white Protestants: 35%

Republicans: 24%

Leveling Blame for Problems in Iraq

Democrats in Congress:

Share blame: 35%

Little/no blame: 62%

Republicans in Congress:

Share blame: 55%

Little/no blame: 43%

The Rubber and the Road

Democrats in Congress:

Approve 48% Disapprove 50%

Republicans in Congress:

Approve 35% Disapprove 63%

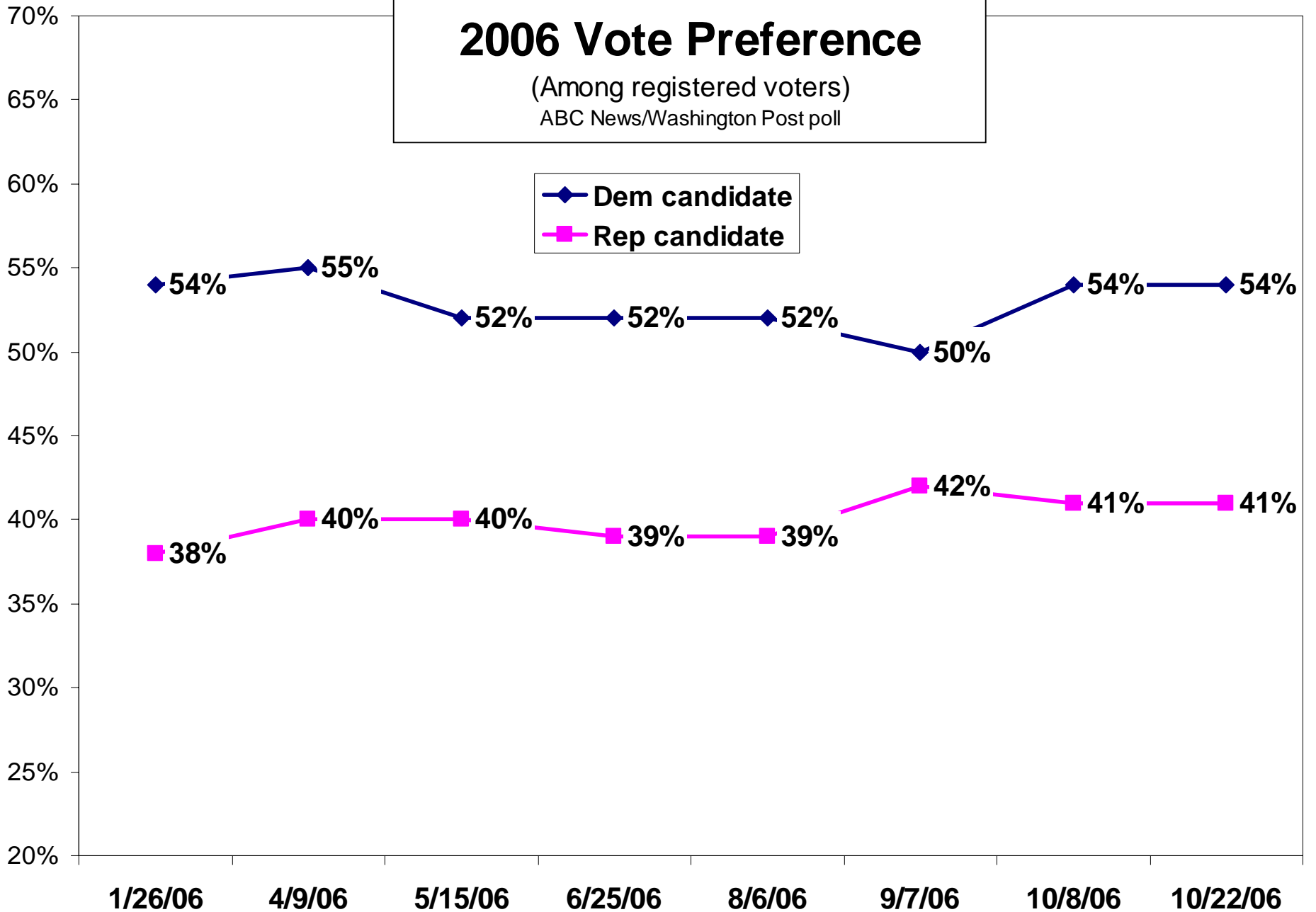
2006 Vote Preference

(Among registered voters)

ABC News/Washington Post poll

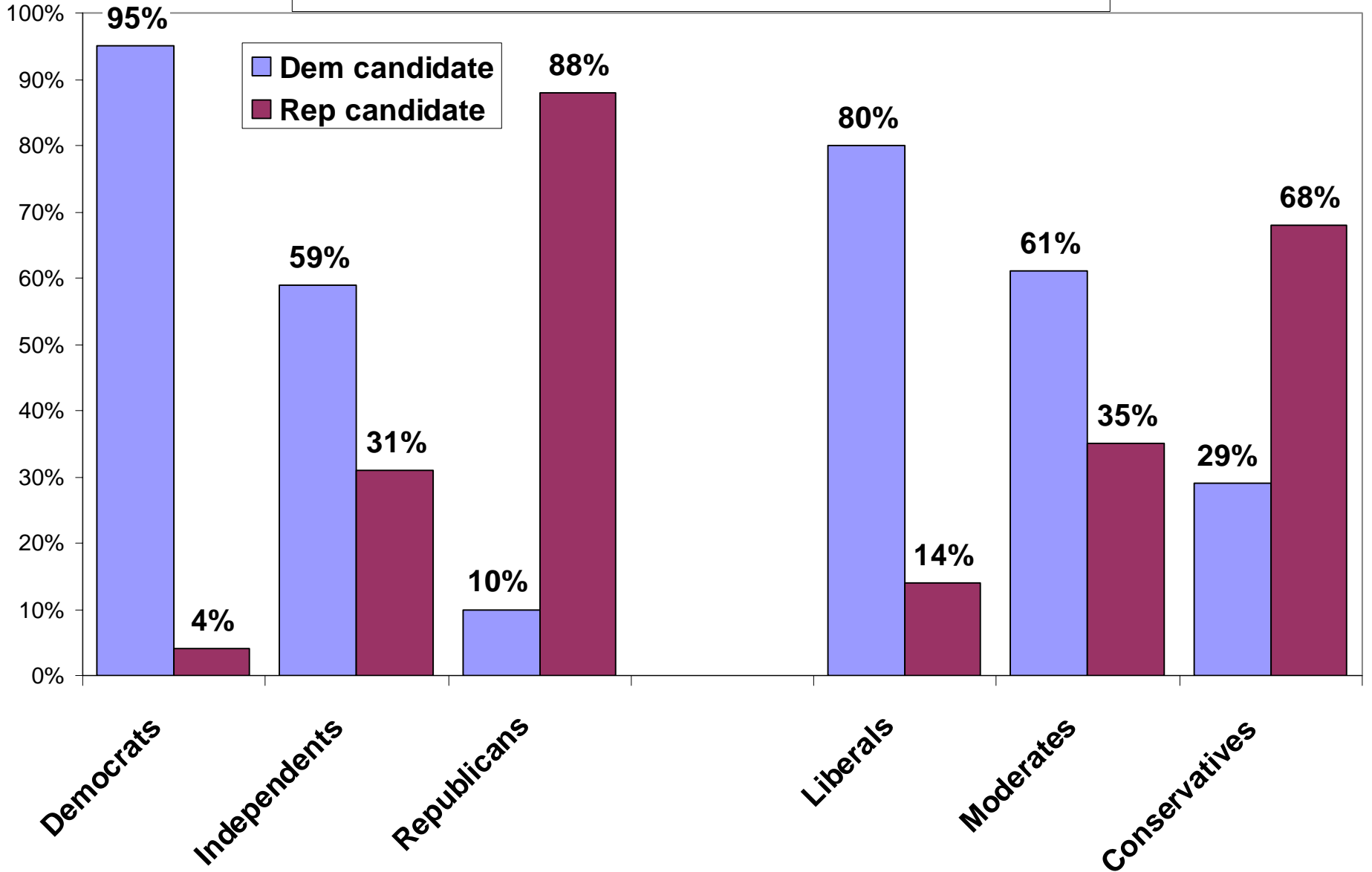
◆ Dem candidate

■ Rep candidate



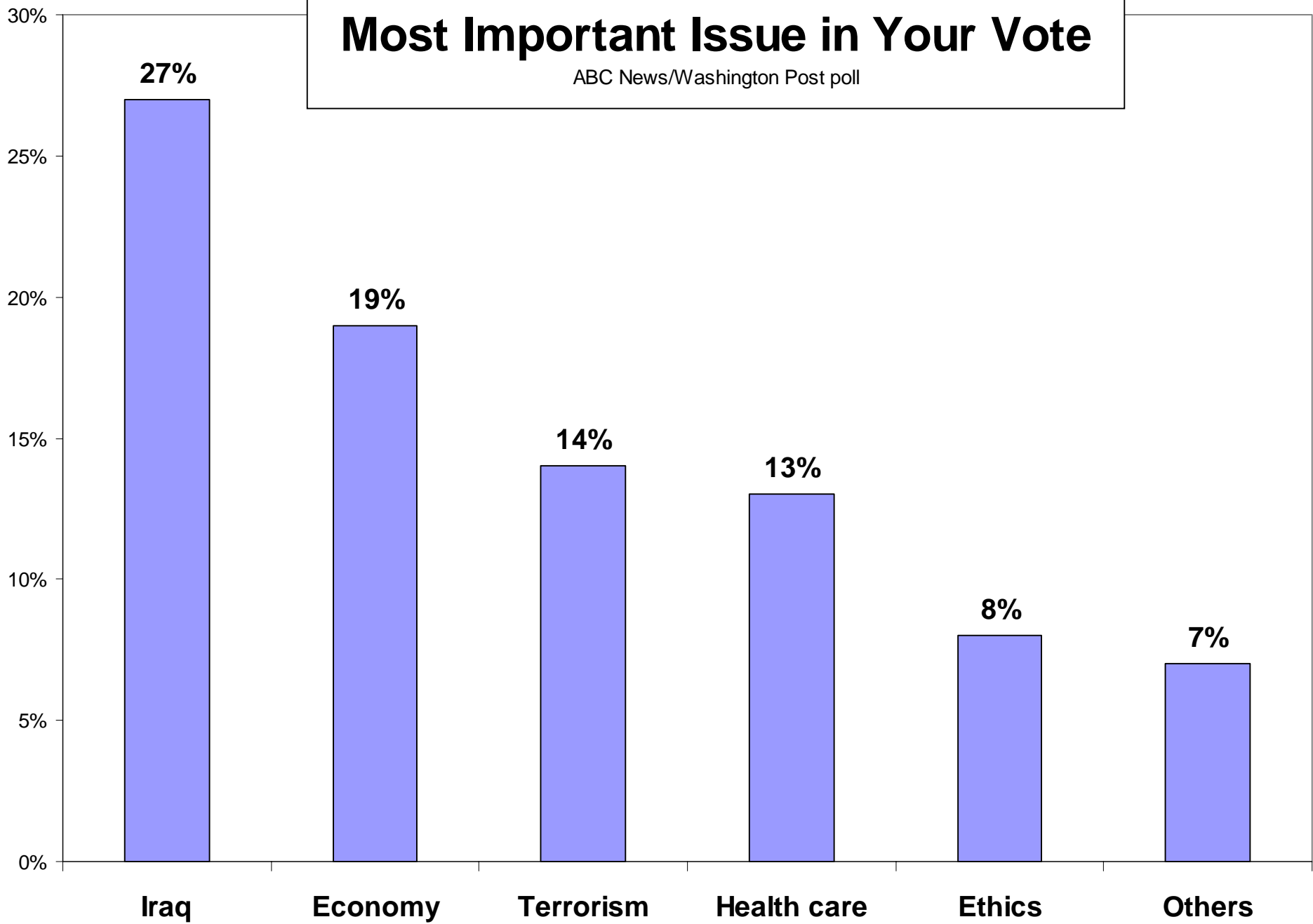
Vote Preference by Party/Ideology

ABC News/Washington Post poll



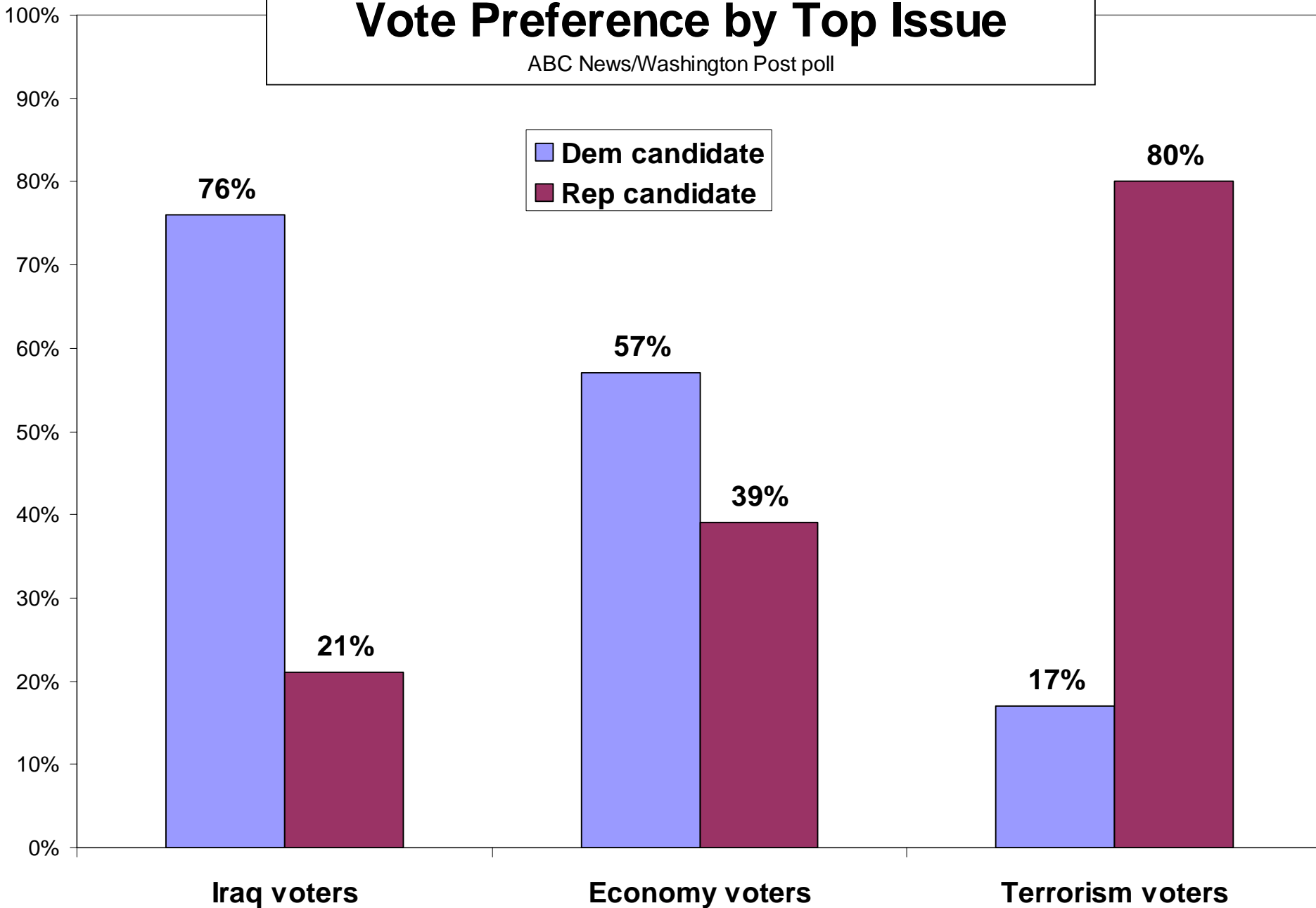
Most Important Issue in Your Vote

ABC News/Washington Post poll



Vote Preference by Top Issue

ABC News/Washington Post poll



Economic Ratings

Economy's good: 55%

But...

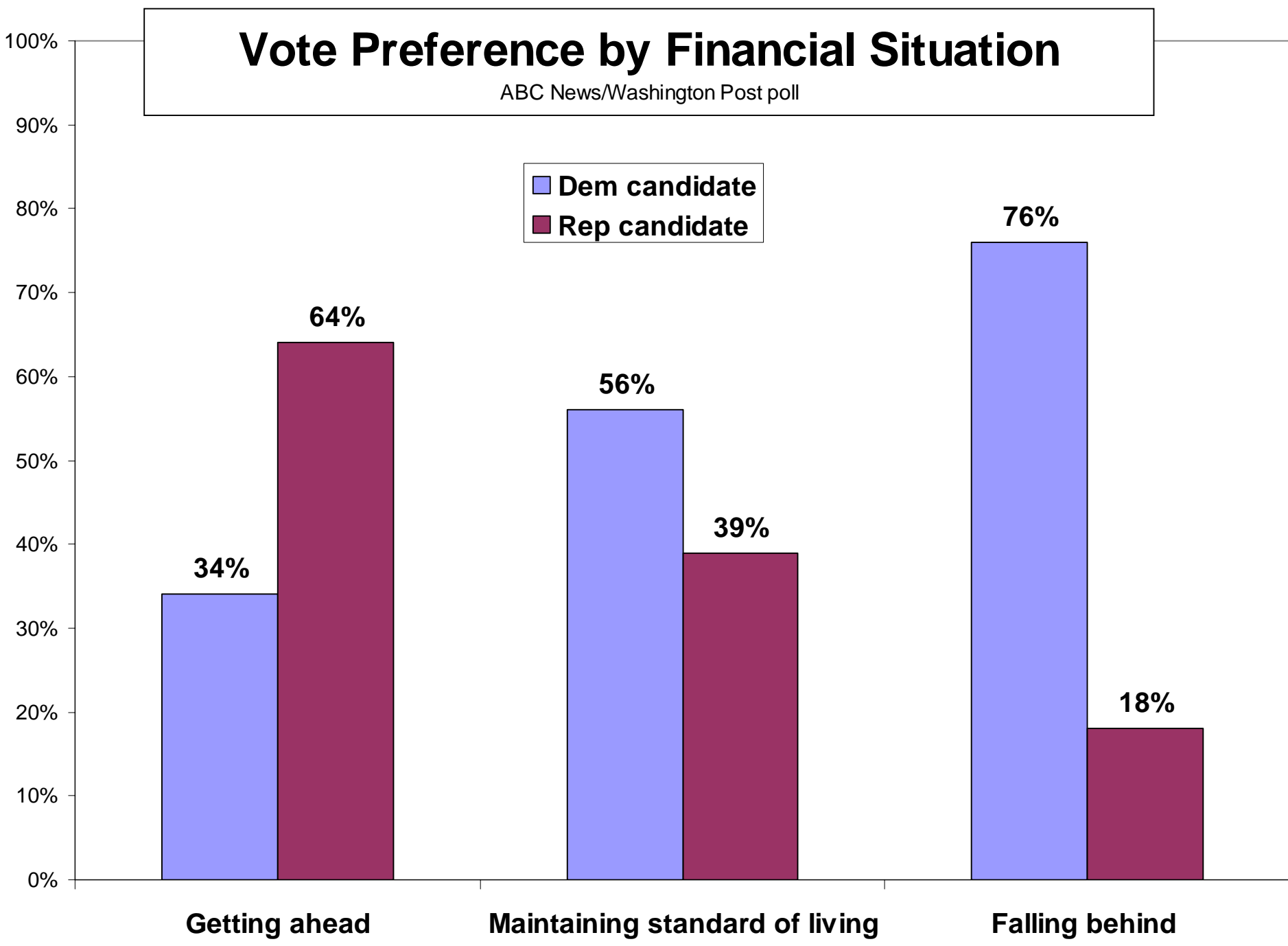
Getting ahead financially: 24%

Falling behind: 23%

Treading water: 52%

Vote Preference by Financial Situation

ABC News/Washington Post poll



Dem candidate
Rep candidate

Getting ahead

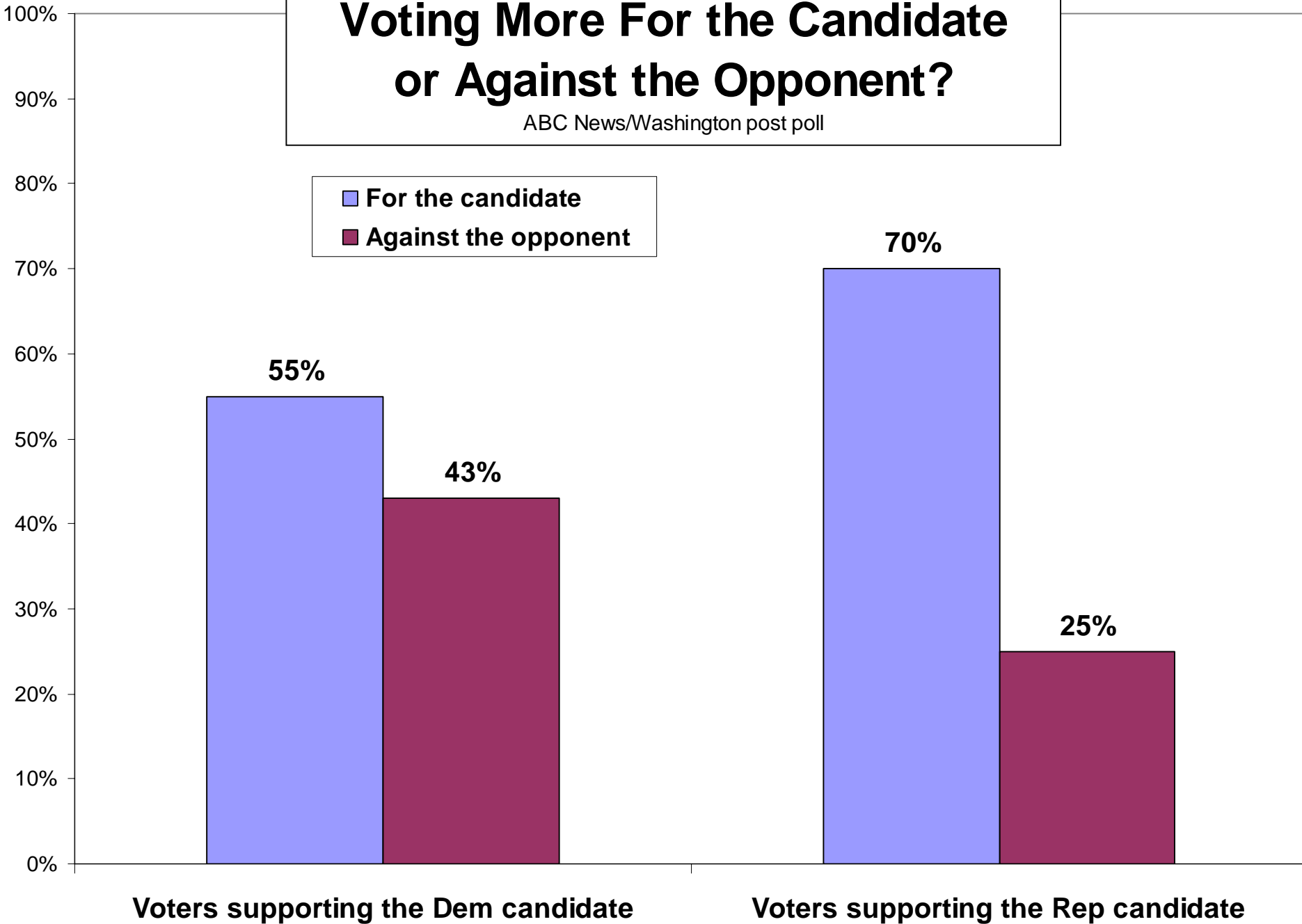
Maintaining standard of living

Falling behind

Voting More For the Candidate or Against the Opponent?

ABC News/Washington post poll

■ For the candidate
■ Against the opponent

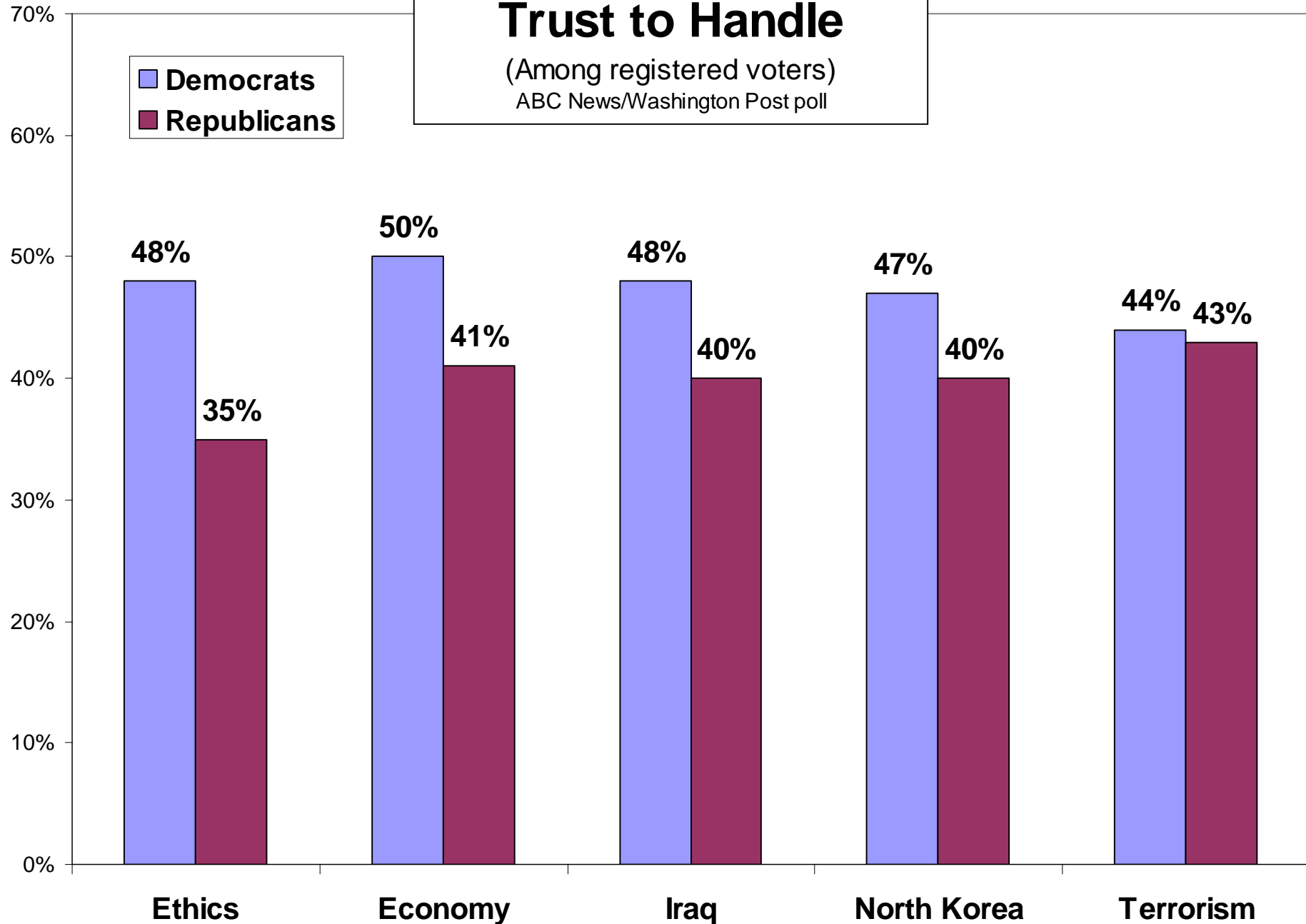


Trust to Handle

(Among registered voters)

ABC News/Washington Post poll

Democrats
Republicans



Compared to 1994

	Then	Now
“Wrong track”	69%	68%
Approve of Congress	19%	31%
Approve of own rep.	49%	59%
Approve of president	44%	37%
Change of control		
“a good thing”	31%	45%

That makes this
a protest election

Turnout?

“More important than other congressional elections in your lifetime?”

All reg. voters: 58%

Democrats: 69%

Republicans: 49%

State of play

53 competitive House districts

5 Democratic

48 Republican

(+15 Dem for control)

Competitive GOP Held Seats (48)

AZ-05: J.D. Hayworth (R) vs. Harry Mitchell (D)
AZ-08: Randy Graf (R) vs. Gabrielle Giffords (D) +
CA-04: John Doolittle (R) vs. Charles Brown (D)
CA-11: Richard Pombo (R) vs. Jerry McNerney (D)
CO-04: Marilyn Musgrave (R) vs. Angie Paccione (D)
CO-07: Rick O'Donnell (R) vs. Ed Perlmutter (D) +
CT-02: Robert Simmons (R) vs. Joe Courtney (D)
CT-04: Christopher Shays (R) vs. Diane Farrell (D)
CT-05: Nancy Johnson (R) vs. Chris Murphy (D)
FL-22: Clay Shaw (R) vs. Ron Klein (D)
FL-13: Vern Buchanan (R) vs. Christine Jennings (D) +
FL-16: Joe Negron (R) vs. Tim Mahoney (D) +
IA-01: Mike Whalen (R) vs. Bruce Braley (D) +
ID-01: Bill Sali (R) vs. Larry Grand (D) +
IL-06: Peter Roskam (R) vs. Tammy Duckworth (D)+
IN-02: Chris Chocola (R) vs. Joe Donnelly (D)
IN-08: John Hostettler (R) vs. Brad Ellsworth (D)
IN-09: Michael Sodrel (R) vs. Baron Hill (D)
KY-02: Ron Lewis (R) vs. Mike Weaver (D)
KY-03: Anne Northup (R) vs. John Yarmuth (D)
KY-04: Geoff Davis (R) vs. Ken Lucas (D)
MN-01: Gil Gutknecht (R) vs. Tim Walz (D)
MN-06: Michele Bachmann (R) vs. Patty Wetterling (D)+
NC-11: Charles Taylor (R) vs. Heath Shuler (D)
NH-02: Charlie Bass (R) vs. Paul Hodes (D)
NJ-07: Mike Ferguson (R) vs. Linda Stender (D)
NV-02: Dean Heller (R) vs. Jill Derby (D) +
NV-03: Jon Porter (R) vs. Tessa Hafen (D)
NM-01: Heather Wilson (R) vs. Patricia Madrid (D)
NY-20: John Sweeney (R) vs. Kirsten Gillibrand (D)
NY-24: Raymond Meier (R) vs. Michael Arcuri (D) +
NY-25: James Walsh (R) vs. Dan Maffei (D)
NY-26: Tom Reynolds (R) vs. Jack Davis (D)
NY-29: Randy Kuhl (R) vs. Eric Massa (D)
OH-01: Steve Chabot (R) vs. John Cranley (D)
OH-02: Jean Schmidt (R) vs. Victoria Wulsin (D)
OH-15: Deborah Pryce (R) vs. Mary Jo Kilroy (D)
OH-18: Joy Padgett (R) vs. Zack Space (D) +
PA-04: Melissa Hart (R) vs. Jason Altmire (D)

NY-29: Randy Kuhl (R) vs. Eric Massa (D)
OH-01: Steve Chabot (R) vs. John Cranley (D)
OH-02: Jean Schmidt (R) vs. Victoria Wulsin (D)
OH-15: Deborah Pryce (R) vs. Mary Jo Kilroy (D)
OH-18: Joy Padgett (R) vs. Zack Space (D) +
PA-04: Melissa Hart (R) vs. Jason Altmire (D)
PA-06: Jim Gerlach (R) vs. Lois Murphy (D)
PA-07: Curt Weldon (R) vs. Joseph Sestak (D)
PA-08: Mike Fitzpatrick (R) vs. Patrick Murphy (D)
PA-10: Don Sherwood (R) vs. Chris Carney (D)
TX-22: Shelley Sekula-Gibbs (R) vs. Nick Lampson (D) +
TX-23: Henry Bonilla (R) vs. 6 Democrats
VA-02: Thelma Drake (R) vs. Phil Kellam (D)
WA-08: Dave Reichert (R) vs. Darcy Burner (D)
WI-08: Steve Kagen (R) vs. John Gard (D) +

Competitive Dem Held Seats (5)

GA-08: Mac Collins (R) vs. Jim Marshall (D)
GA-12: Max Burns (R) vs. John Barrow (D)
IA-03: Jeff Lamberti (R) vs. Leonard Boswell (D)
IL-08: David McSweeney (R) vs. Melissa Bean (D)
VT-AL: Martha Rainville (R) vs. Peter Welch (D) +

11 competitive Senate seats

7 Republican

4 Democratic

(+6 Dem for control)

Competitive GOP Held Seats (7)

MO: Jim Talent (R) vs. Claire McCaskill (D)

MT: Conrad Burns (R) vs. Jon Tester (D)

OH: Mike DeWine (R) vs. Sherrod Brown (D)

PA: Rick Santorum (R) vs. Bob Casey (D)

RI: Lincoln Chafee (R) vs. Sheldon Whitehouse (D)

TN: Bob Corker (R) vs. Harold Ford (D) +

VA: George Allen (R) vs. James Webb (D)

Competitive Dem Held Seats (4)

MD: Michael Steele (R) vs. Ben Cardin (D) +

MI: Mike Bouchard vs. Debbie Stabenow (D)

NJ: Tom Kean (R) vs. Robert Menendez (D)

WA: Mike McGavick (R) vs. Maria Cantwell (D)

And for 2008?

...Tell me about terrorism

...the economy

...and the war

Not necessarily in that order!

