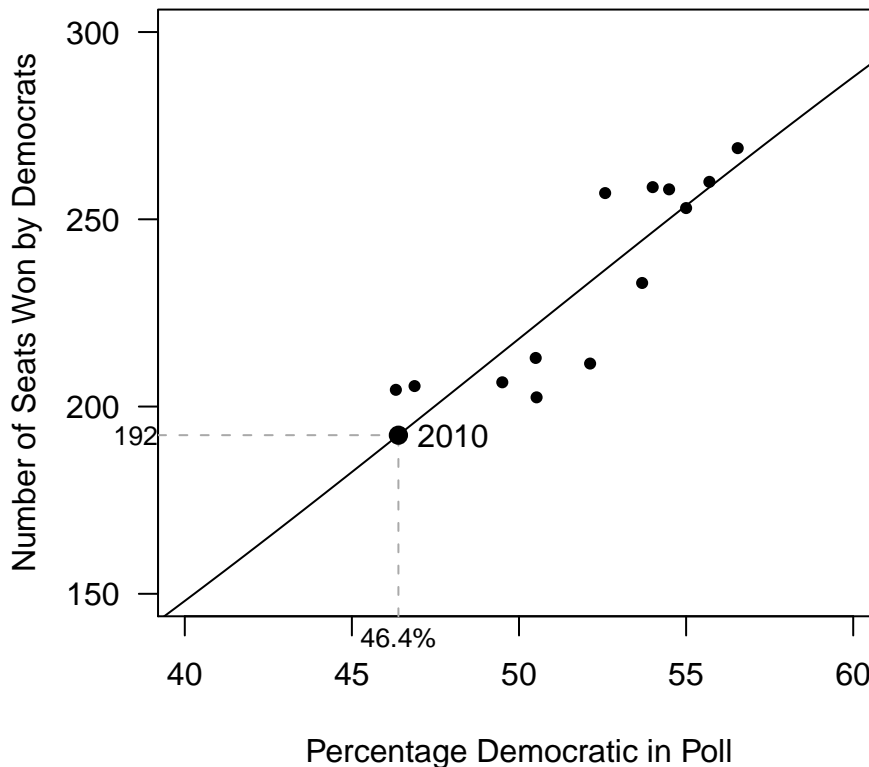


DEMOCRATS FACE BLEAK PROSPECTS IN FINAL HOUSE POLL

In our final pre-election poll for *The Economist*, we found that 52% of likely voters said they intended to vote for Republican Congressional candidates, versus only 45% for Democratic Congressional candidates. Not since 1994, when the final Gallup poll showed Republicans with a 51-44 edge, have Democratic prospects been so bleak.

The Gallup Organization has the longest history polling midterm elections. In the scatterplot below, we show the percentage of likely voters in Gallup’s final pre-election poll intending to vote Democratic and the number of seats won by Democrats. (In calculating the percentage intending to vote Democratic, we have omitted undecideds and third party voters.) We then fit a regression equation which can be used to translate the final poll results into a seat forecast, as shown in the figure.

2010 Congressional Election Prediction



Our final pre-election poll has Democrats at 46.4% of major party voters (45/(45+52)). This translates into 192 seats for the Democrats—a loss of 63 seats for the Democrats from their current 255 seats, which would, by any reasonable standard, qualify as a “tsunami.” If

this seems bleak, we should note that the final Gallup poll, released on October 31, 2010, showed Republicans leading by a 55-40 margin. This would translate into 162 seats or a 93 seat loss for Democrats. We do not believe that the Gallup polling is accurate, but it does indicate how severely the tides have turned against Democrats in the past year.

We should caution, however, that using a national poll to forecast seat changes is subject to large potential errors. The poll estimate of voting intentions has a margin of error of plus or minus 2.7 percent. Further, even if the poll estimate is exact, the seats-votes model prediction has a 95% confidence interval that ranges from 159 to 227 Democratic seats.

Likely Voters

	Total Republican	Total Democrat	Republican	Lean Republican	Lean Democrat	Democrat	Not Sure
Oct 28- Nov 01, 2010	52%	45%	50%	2%	3%	42%	3%
October 23-26, 2010	52%	44%	49%	3%	1%	43%	3%
October 16-19, 2010	52%	44%	49%	3%	3%	41%	5%
October 9-12, 2010	49%	45%	46%	3%	2%	43%	5%
October 2-5, 2010	54%	41%	52%	2%	3%	38%	4%
September 25-28, 2010	52%	42%	49%	3%	4%	38%	6%
September 18-21, 2010	53%	44%	49%	4%	3%	41%	4%
September 11-14, 2010	51%	43%	48%	3%	3%	40%	7%
September 4-7, 2010	51%	43%	48%	3%	5%	38%	6%
August 28-31, 2010	51%	43%	47%	4%	2%	41%	6%

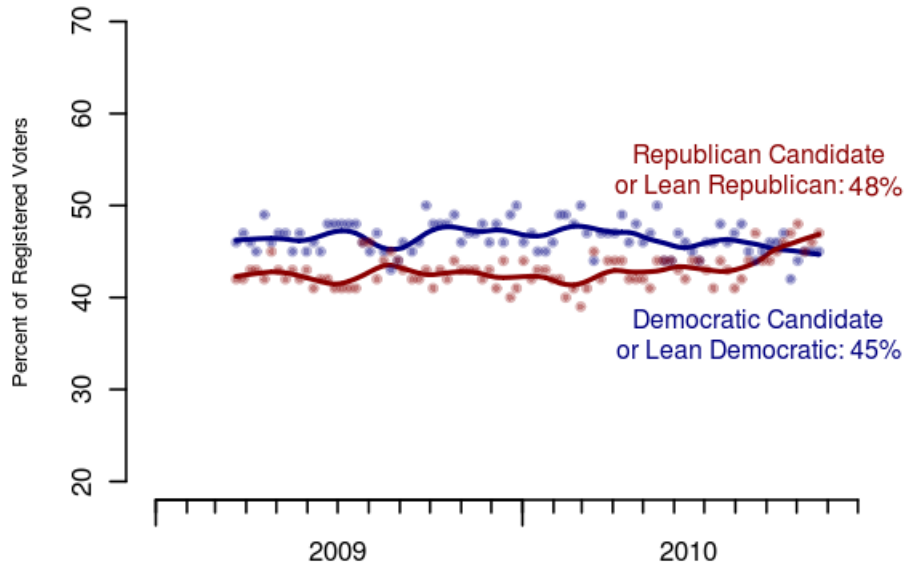
Registered Voters

	Total Republican	Total Democrat	Republican	Lean Republican	Lean Democrat	Democrat	Not Sure
Oct 28- Nov 01, 2010	48%	46%	46%	2%	3%	43%	6%
October 23-26, 2010	47%	45%	44%	3%	3%	42%	7%
October 16-19, 2010	46%	45%	43%	3%	4%	41%	8%
October 9-12, 2010	45%	45%	41%	4%	3%	42%	10%
October 2-5, 2010	48%	44%	45%	3%	5%	39%	7%
September 25-28, 2010	47%	42%	44%	3%	5%	37%	10%
September 18-21, 2010	47%	47%	42%	5%	5%	42%	7%
September 11-14, 2010	45%	46%	42%	3%	5%	41%	9%
September 4-7, 2010	44%	47%	40%	4%	7%	40%	9%
August 28-31, 2010	44%	45%	40%	4%	5%	40%	11%
August 21-24, 2010	47%	44%	43%	4%	5%	39%	9%
One Year Ago	44%	49%	37%	7%	6%	43%	7%

Registered Voters

2010 Generic Congressional Ballot

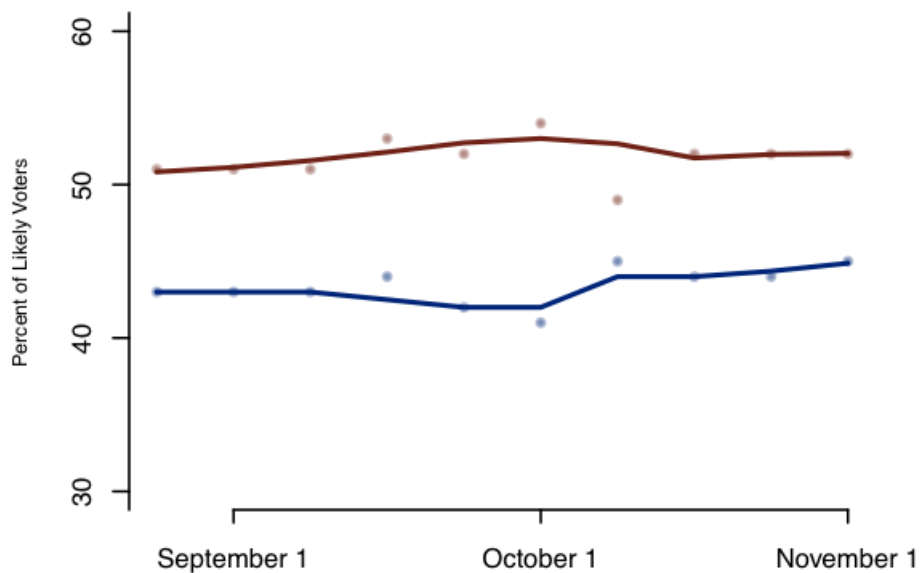
"If the 2010 elections for U.S. Congress were being held today, who would you vote for in the district where you live?"



Likely Voters

2010 Generic Congressional Ballot

"If the 2010 elections for U.S. Congress were being held today, who would you vote for in the district where you live?"



Methodology

Interviews with 2500 general population respondents, including 2004 registered and 1634 likely voters, were conducted October 28-November 1, 2010. The tracking estimates are based on interviews with 1000 general population respondents that were conducted weekly from January 2009 through November 1, 2010, online using YouGov's PollingPoint panel. YouGov uses a matched sample methodology that selects respondents to match the national registered voter population in terms of demographics (age, race, gender, education, employment status, income, marital status, children), past voting behavior, and political attitudes (interest in politics, party registration, and ideology). The margin of error for this week's poll numbers is $\pm 2.3\%$.

About YouGov

YouGovPolimetrix is the North American subsidiary of YouGov PLC, which conducts polls around the world using its online panels.

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Release
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