



7 Ways

polls can be misleading



1. MARGIN OF ERROR IS NOT ALWAYS REPORTED



Margin of error measures uncertainty. The larger the margin, the more uncertain the results.

2. POLLS ARE BASED ON SMALL SAMPLES OF VOTERS

If the people in the sample aren't representative of the actual voters, the results may be skewed.



3. THE QUESTIONS AFFECT THE RESULTS



Look at the questions that people were asked. How would the results change if the questions were different?

4. ONLINE VS. TELEPHONE POLLS

Were people surveyed online or by phone? Landline or mobile? Not everyone has access to the Internet - or a cell phone.



5. POLLSTERS TRY TO ALLOCATE UNDECIDED VOTERS



People who say they're undecided often vote for the status quo - but not always.

6. THE ELECTORAL COLLEGE MATTERS MORE THAN ANY NATIONAL POLL

Focus on the numbers from swing states. With the Electoral College, candidates can lose the election even if they get more votes nationwide.



7. VOTER TURNOUT HAS A HUGE IMPACT



Some polls are inaccurate in predicting which voters will actually vote on Election Day.

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