### Marist, NC, 9/19-9/24 Poll Bias Score 2, no bias. Included POLL BIAS CACLULATOR

|  | Party ID | Gend   | ler  | Education  | Region                                     |                          | Age<br>Demo |
|--|----------|--------|------|--|--|--------------------------|-------------|
| Bias<br>Multiplier<br>(Level of<br>Bias<br>Significan        | -        |        |      |  |  |                          |             |
| ce)  | •        | 10     | 5    | 6  | 3  | 5 5                      | 5           |
| Bias by  |          |        |      |  |  |                          |             |
| Cateogry   | 4        | 30     | -40  | 12   | 0  | 00                       | 0           |
| OVERALL<br>2024 POLL<br>BIAS (+ is<br>Dem, - is<br>GOP bias) |          | 2 SCAL | E>>> | NO<br>SIGNIFICANT<br>BIAS,<br>ACCEPTABLE<br>(0-50) | DEFINITE<br>BIAS,<br>EXCESSIVE<br>(50-100) | SEVERE<br>BIAS<br>(100+) |             |

Understanding the Overall Poll Bias Score – A perfect bias score as compared to the 2020 exit polls equals a 0 value. A positive score equals a Democratic bias. A negative score equals a Republican bias. The higher the value of the number, the worse the bias. I will adjust polls with this score in mind. Usually the adjustment is straightforward in that I can apply the proper party ID, gender ID, education ID to the party votes provided in the cross tabs. Sometimes pollsters hide the party ID, gender ID or education ID, but I have methods of inferring those. The calculators for inferring these party ID values can be found below. Regional bias usually can't be inferred, although if they provide how each region votes they can.

|  | Dem 2020<br>Exit Poll    | GOP 2020<br>Exit Poll  |    | Dem 2024<br>Poll   |    | GOP 2024<br>Poll (Enter<br>a negative<br>number) |    |
|--|--------------------------|------------------------|----|--------------------|----|--|----|
| Party ID<br>Values                                     | 34                       | Ļ                      | 37 |                    | 37 |  | 37 |
| Party ID<br>Difference                                 | 3                        | 3                      | 0  |                    |    |  |    |
| Party ID Bias<br>Score (+ is<br>Dem, - is GOP<br>bias) | 3                        |                        |    |                    |    |  |    |
|  | Female 2020<br>Exit Poll | Male 2020<br>Exit Poll |    | Female 202<br>Poll | -  | Mail 2024<br>Poll                                |    |

| Gender ID<br>Values                                     | 56 | 44 | 52 | 48 |
|---|----|----|----|----|
| Gender ID<br>Bias                                       | -4 | 4  |    |    |
| Final Gender<br>ID Bias (+ is<br>Dem, - is GOP<br>bias) | -8 |    |    |    |

|                     |    | No College<br>Degree or +<br>2020 Exit Poll |     | No College<br>Degree or +<br>2024 Poll |
|---------------------|----|---|-----|--|
| Education<br>Values | 36 | 64  | L 3 | 37 63                                  |
| Education Bias      | 1  | -1<br>∎                                     |     |  |

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Education Bias Final Score (+ is Dem, - is GOP bias)

|  | Northeast<br>2020 Exit Poll | South 2020<br>Exit Poll | Midwest 20<br>Exit Poll | 20 West 2020<br>Exit Poll | North-<br>east 2024<br>Poll | South<br>2024<br>Poll | Midwest<br>2024<br>Poll | West<br>2024<br>Poll |
|--|-----------------------------|-------------------------|-------------------------|---------------------------|-----------------------------|-----------------------|-------------------------|----------------------|
| Regional<br>Values<br>(national polls<br>only)         |                             |                         |                         |                           |                             |                       |                         |                      |
| Regional Bias<br>(National Polls<br>Only)              | C                           | )                       | 0                       | 0                         | 0                           |                       |                         |                      |
| Regional Bias<br>Score (+ is<br>Dem, - is GOP<br>bias) | 0                           |                         |                         |                           |                             |                       |                         |                      |

|                               | White 2020<br>Exit Poll | Black 2020<br>Exit Poll | Other 2020<br>Exit Poll | Asian 2020<br>Exit Poll | White<br>2024 Poll | Black<br>2024<br>Poll | Other<br>2024<br>Poll | Asia<br>2024<br>Poll |   |
|-------------------------------|-------------------------|-------------------------|-------------------------|-------------------------|--------------------|-----------------------|-----------------------|----------------------|---|
| Racial ID<br>percentage       | 65                      | 5 2                     | 3 -                     | 12                      | 0 6                | 6 20                  | )                     | 8                    | 6 |
| Racial Polling<br>Sample Bias |                         | 1 -                     | 3                       | -4                      | 6                  |                       |                       |                      |   |

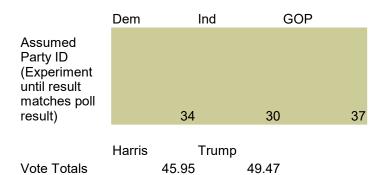


|                   | 18-45 Exit<br>Poll |   | Exit Poll | n/a |   | 18 | 8-45 45- | + poll |   |
|-------------------|--------------------|---|-----------|-----|---|----|----------|--------|---|
| Age ID            |                    | 0 | 0         | 0   | 0 | 0  | 0        | 0      | 0 |
| Age Bias          |                    | 0 | 0         | 0   | 0 |    | 38       | 62     |   |
| Age Bias<br>Score |                    | 0 |           |     |   |    |          |        |   |

# **PARTY ID CALULATOR**

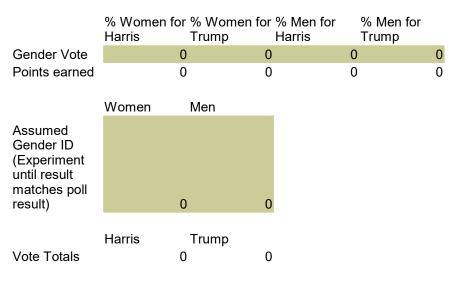
| Inferred (Most                             | Dem | Ind  | GOP |
|--|-----|------|-----|
| Likely) Party<br>ID Assumed<br>by Pollster | 34  | 4 30 | 37  |

|               | % Dem for<br>Harris | % Dem for<br>Trump | % Ind for<br>Harris | % Ind for<br>Trump |      | o GOP<br>or Trump | %<br>GOP<br>for<br>Harris |
|---------------|---------------------|--------------------|---------------------|--------------------|------|-------------------|---------------------------|
| Party Vote:   | 0.9                 | 9 0.0              | 5                   | 0.45               | 0.47 | 0.91              | 0.05                      |
| Points earned | 30.6                | 6 1.               | 7                   | 13.5               | 14.1 | 33.67             | 1.85                      |

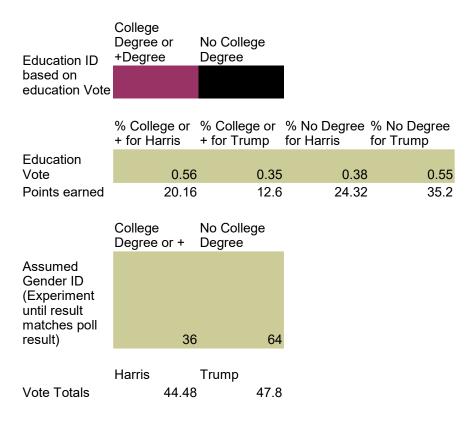


**GENDER ID CALCULATOR** 

Gender ID Women Men based on Gender Vote 0 0



### **EDUCATION ID CALCULATOR**



## **RACIAL DEMOS CALCULATOR**

|                                      |                       |                      | She                   | et1                  |                        |   |                               |
|--------------------------------------|-----------------------|----------------------|-----------------------|----------------------|------------------------|---|-------------------------------|
| Racial ID<br>based on<br>Racial Vote | White                 | Black                | Latino                | Asian                |                        |   |                               |
|                                      | C                     |                      | 0                     | 0                    | 0                      |   |                               |
| Racial Vote                          | % White for<br>Harris | % White for<br>Trump | % Black for<br>Harris | % Black for<br>Trump | % Latino<br>for Harris | %<br>Latino % Asia<br>for for<br>Trump Harris | %<br>in Asian<br>for<br>Trump |
| Points earned                        |                       | 0                    | 0                     | 0                    | 0 (                    | 0 0   | 0 0                           |
| Assumed<br>Racial ID                 | White                 | Black                | Latino                | Asian                |                        |   |                               |
| Vote Totals                          |                       |                      |                       |                      |                        |   |                               |

**AGE ID CALCULATOR** 18-29 30-44 45-64 65 and over 0 0 0 Age ID 2020 Exit Poll 2020 Exit Poll 2020 Exit Poll 2020 Exit Poll 2024 Poll 2024 Poll2024 % 45- % 65+ % 65+ % 18-29 for % 18-29 for % 30-44 for % 30-44 for % 45-64 64 for for for Harris Trump Harris Trump for Harris Trump Harris Trump Age Vote 0 0 0 0 0 0 0 0 Points earned 0 0 0 0 0 0 0 0 Must = 18-29 30-44 45-64 65 and over 100 Assumed Age ID (Experiment until result matches poll 0 0 0 0 0 result) Harris Trump Vote Totals 0 0



oll