

# WSJ, NC, 9/28-10/8

## Poll Bias Score 120 towards Dems, severe bias. Will adjust.

### POLL BIAS CALCULATOR

| Bias Multiplier (Level of Bias Significance)            | Party ID   | Gender | Education | Region | Racial Demo                            | Age Demo                          |                    |
|---|------------|--------|-----------|--------|--|-----------------------------------|--------------------|
|   | 7          | 5      | 7         |        | 3                                      | 5                                 |                    |
| Bias by Category  | 35         | -25    | 70        |        | 0                                      | 65                                |                    |
| <b>OVERALL 2024 POLL BIAS (+ is Dem, - is GOP bias)</b> | <b>120</b> |        | SCALE>>>  |        | NO SIGNIFICANT BIAS, ACCEPTABLE (0-50) | DEFINITE BIAS, EXCESSIVE (50-100) | SEVERE BIAS (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 Exit Poll | GOP 2020 Exit Poll | Dem 2024 Poll | GOP 2024 Poll (Enter as a negative number) |
|--|--------------------|--------------------|---------------|--|
| Party ID Values                                      | 34                 | 37                 | 45            | 43   |
| Party ID Difference                                  | 11                 | 6                  |               |  |
| <b>Party ID Bias Score (+ is Dem, - is GOP bias)</b> | <b>5</b>           |                    |               |  |

Sheet1

|  | Female 2020<br>Exit Poll | Male 2020<br>Exit Poll | Female 2024<br>Poll | Mail 2024<br>Poll |
|--|--------------------------|------------------------|---------------------|-------------------|
| Gender ID Values                               | 56                       | 44                     | 51                  | 44                |
| Gender ID Bias                                 | -5                       | 0                      |                     |                   |
| Final Gender ID Bias (+ is Dem, - is GOP bias) | <b>-5</b>                |                        |                     |                   |

|  | College Degree or +<br>2020 Exit Poll | No College Degree or +<br>2020 Exit Poll | College Degree or +<br>2024 Poll | No College Degree or +<br>2024 Poll |
|--|---------------------------------------|--|----------------------------------|-------------------------------------|
| Education Values                                     | 36                                    | 64                                       | 41                               | 59                                  |
| Education Bias                                       | 5                                     | -5                                       |                                  |                                     |
| Education Bias Final Score (+ is Dem, - is GOP bias) | <b>10</b>                             |  |                                  |                                     |

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

|                            | White 2020<br>Exit Poll | Black 2020<br>Exit Poll | Latino 2020<br>Exit Poll | Asian 2020<br>Exit Poll | White<br>2024 Poll | Black<br>2024 Poll | Latino<br>2024 Poll | Asian<br>2024 Poll |
|----------------------------|-------------------------|-------------------------|--------------------------|-------------------------|--------------------|--------------------|---------------------|--------------------|
| Racial ID percentage       | 65                      | 22                      | 5                        | 2                       | 68                 | 21                 | 4                   | 2                  |
| Racial Polling Sample Bias | 3                       | -1                      | -1                       | 0                       |                    |                    |                     |                    |

Racial Bias Score (+ is Dem, - is GOP bias) **-5**

|                | 18-34     | 35-49 | 50-64 | 65+. |   | 18-34 | 35-49 | 50-64 |  |
|----------------|-----------|-------|-------|------|---|-------|-------|-------|--|
| Age ID         | 22        | 22    | 31    | 24   | 0 | 27    | 22    | 23    |  |
| Age Bias       |           | 5     | 0     | -8   | 0 |       |       |       |  |
| Age Bias Score | <b>13</b> |       |       |      |   |       |       |       |  |

The calculators below calculate the adjusted vote using supplied sample ratios

## ADJUSTED PARTY ID CALULATOR

| Inferred (Most Likely) Party ID Assumed by Pollster | Dem       | Ind       | GOP       |
|---|-----------|-----------|-----------|
|   | <b>42</b> | <b>13</b> | <b>45</b> |

|               | % Dem for Harris | % Dem for Trump | % Ind for Harris | % Ind for Trump | % GOP for Trump | % GOP for Harris |
|---------------|------------------|-----------------|------------------|-----------------|-----------------|------------------|
| Party Vote:   | 0.9              | 0.07            | 0.43             | 0.51            | 0.9             | 0.05             |
| Points earned | 37.8             | 2.94            | 5.59             | 6.63            | 40.5            | 2.25             |
|               | Dem              | Ind             | GOP              |                 |                 |                  |

Assumed Party ID (Experiment until result matches poll result)



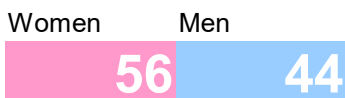
**Harris      Trump**

**Vote**

**Totals              45.64      50.07**

## ADJUSTED GENDER ID CALCULATOR

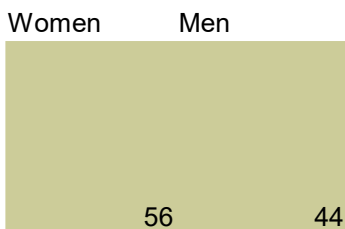
Gender ID based on Gender Vote



|             | % Women for Harris | % Women for Trump | % Men for Harris | % Men for Trump |
|-------------|--------------------|-------------------|------------------|-----------------|
| Gender Vote | 0.5                | 0.48              | 0.45             | 0.5             |

Points earned              28              26.88              19.8              22

Assumed Gender ID (Experiment until result matches poll result)



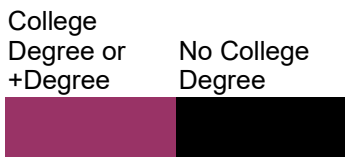
**Harris      Trump**

**Vote**

**Totals              47.8      48.88**

## ADJUSTED EDUCATION ID CALCULATOR

Education ID based on education Vote



|                | % College or + for Harris | % College or + for Trump | % No Degree for Harris | % No Degree for Trump |
|----------------|---------------------------|--------------------------|------------------------|-----------------------|
| Education Vote | 0.6                       | 0.38                     | 0.42                   | 0.57                  |
| Points earned  | 21.6                      | 13.68                    | 26.88                  | 36.48                 |

|   | College Degree or + | No College Degree |   |
|---|---------------------|-------------------|---|
| Assumed Gender ID (Experiment until result matches poll result) | 36                  | 64                | 0 |

|                    | Harris       | Trump        |
|--------------------|--------------|--------------|
| <b>Vote Totals</b> | <b>48.48</b> | <b>50.16</b> |

## ADJUSTED RACIAL DEMOS CALCULATOR

| Racial ID based on Racial Vote | White     | Black     | Latino   | Asian    |
|--------------------------------|-----------|-----------|----------|----------|
|                                | <b>65</b> | <b>22</b> | <b>5</b> | <b>2</b> |

| Racial Vote   | % White for Harris | % White for Trump | % Black for Harris | % Black for Trump | % Latino for Harris | % Latino for Trump | % Asian for Harris | % Asian for Trump |
|---------------|--------------------|-------------------|--------------------|-------------------|---------------------|--------------------|--------------------|-------------------|
|               | 0.4                | 0.58              | 0.78               | 0.15              | 0.45                | 0.52               | 0.52               | 0.45              |
| Points earned | 26                 | 37.7              | 17.16              | 3.3               | 2.25                | 2.6                | 1.04               | 0.9               |

| Assumed Racial ID | White | Black | Latino | Asian |
|-------------------|-------|-------|--------|-------|
|                   | 65    | 22    | 5      | 2     |

|                    | Harris       | Trump       |
|--------------------|--------------|-------------|
| <b>Vote Totals</b> | <b>46.45</b> | <b>44.5</b> |



**Bias Multiplier (Level of Bias Significance)**

7 5 7 3 5 5

**Bias by Category**

0 0 0 0 0 0

|   |          |          |   |  |                           |
|---|----------|----------|---|--|---------------------------|
| <b>OVERALL 2024 POLL BIAS (+ is Dem, - is GOP bias)</b> | <b>0</b> | SCALE>>> | <b>NO SIGNIFICANT BIAS, ACCEPTABLE (0-50)</b> | <b>DEFINITE BIAS, EXCESSIVE (50-100)</b> | <b>SEVERE BIAS (100+)</b> |
|   |          |          |   |  |                           |

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 Exit Poll | GOP 2020 Exit Poll | Dem 2024 Poll | GOP 2024 Poll (Enter as a negative number) |
|--|--------------------|--------------------|---------------|--|
| Party ID Values                                      | 34                 | 37                 | 34            | 37   |
| Party ID Difference                                  | 0                  | 0                  |               |  |
| <b>Party ID Bias Score (+ is Dem, - is GOP bias)</b> | <b>0</b>           |                    |               |  |

|   | Female 2020 Exit Poll | Male 2020 Exit Poll | Female 2024 Poll | Mail 2024 Poll |
|---|-----------------------|---------------------|------------------|----------------|
| Gender ID Values                                      | 56                    | 44                  | 56               | 44             |
| Gender ID Bias  | 0                     | 0                   |                  |                |
| <b>Final Gender ID Bias (+ is Dem, - is GOP bias)</b> | <b>0</b>              |                     |                  |                |

Sheet1

|                  | College Degree or + 2020 Exit Poll | No College Degree or + 2020 Exit Poll | College Degree or + 2024 Poll | No College Degree or + 2024 Poll |
|------------------|------------------------------------|---------------------------------------|-------------------------------|----------------------------------|
| Education Values | 36                                 | 64                                    | 36                            | 64                               |

Education Bias 0 0

Education Bias Final Score (+ is Dem, - is GOP bias) **0**

|                                       | Northeast 2020 Exit Poll | South 2020 Exit Poll | Midwest 2020 Exit Poll | West 2020 Exit Poll | North-east 2024 Poll | South 2024 Poll | Midwest 2024 Poll | West 2024 Poll |
|---------------------------------------|--------------------------|----------------------|------------------------|---------------------|----------------------|-----------------|-------------------|----------------|
| Regional Values (national polls only) |                          |                      |                        |                     |                      |                 |                   |                |

Regional Bias (National Polls Only) 0 0 0 0 0

Regional Bias Score (+ is Dem, - is GOP bias) **0**

|                      | White 2020 Exit Poll | Black 2020 Exit Poll | Latino 2020 Exit Poll | Asian 2020 Exit Poll | White 2024 Poll | Black 2024 Poll | Latino 2024 Poll | Asian 2024 Poll |
|----------------------|----------------------|----------------------|-----------------------|----------------------|-----------------|-----------------|------------------|-----------------|
| Racial ID percentage | 65                   | 22                   | 5                     | 2                    | 65              | 22              | 5                | 2               |

Racial Polling Sample Bias 0 0 0 0

Racial Bias Score (+ is Dem, - is GOP bias) **0**

|        | 18-34 | 35-49 | 50-64 | 65+. | 18-34 | 35-49 | 50-64 |
|--------|-------|-------|-------|------|-------|-------|-------|
| Age ID | 22    | 22    | 31    | 24   | 0     | 22    | 31    |

Age Bias 0 0 0 0

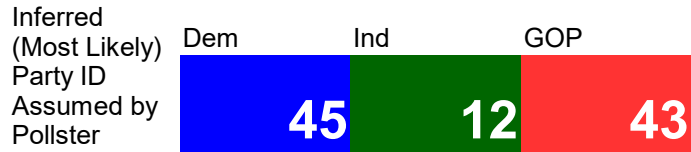
Age Bias Score **0**



65+.

24 Age ID  
Age Bias  
Age Bias  
Score

## INFERRED PARTY ID CALCULATOR



|               | % Dem for Harris | % Dem for Trump | % Ind for Harris | % Ind for Trump | % GOP for Trump |
|---------------|------------------|-----------------|------------------|-----------------|-----------------|
| Party Vote:   | 0.9              | 0.045           | 0.43             | 0.51            | 0.9             |
| Points earned | 40.5             | 2.025           | 5.16             | 6.12            | 38.7            |

Dem                  Ind                  GOP

Assumed  
Party ID  
(Experiment  
until result  
matches poll  
result)

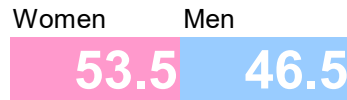
|  |    |    |    |
|--|----|----|----|
|  | 45 | 12 | 43 |
|--|----|----|----|

Harris          Trump

Vote Totals          47.81          46.845

## INFERRED GENDER ID CALCULATOR

Gender ID  
based on  
Gender Vote



| Gender Vote   | % Women for Harris | % Women for Trump | % Men for Harris | % Men for Trump |
|---------------|--------------------|-------------------|------------------|-----------------|
|               | 0.5                | 0.48              | 0.45             | 0.5             |
| Points earned | 26.75              | 25.68             | 20.925           | 23.25           |

Assumed  
Gender ID  
(Experiment  
until result  
matches poll  
result)

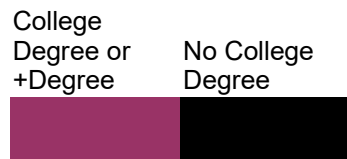
|       |      |
|-------|------|
| Women | Men  |
| 53.5  | 46.5 |

Harris          Trump

Vote Totals          47.675          48.93

## INFERRED EDUCATION ID CALCULATOR

Education ID  
based on  
education  
Vote



|                | % College or + for Harris | % College or + for Trump | % No Degree for Harris | % No Degree for Trump |
|----------------|---------------------------|--------------------------|------------------------|-----------------------|
| Education Vote | 0.6                       | 0.38                     | 0.42                   | 0.57                  |
| Points earned  | 24.6                      | 15.58                    | 24.78                  | 33.63                 |

|   | College Degree or + | No College Degree |   |
|---|---------------------|-------------------|---|
| Assumed Gender ID (Experiment until result matches poll result) | 41                  | 59                | 0 |

|                    | Harris       | Trump        |
|--------------------|--------------|--------------|
| <b>Vote Totals</b> | <b>49.38</b> | <b>49.21</b> |

## INFERRED RACIAL DEMOS CALCULATOR

| Racial ID based on Racial Vote | White     | Black     | Latino   | Asian    |
|--------------------------------|-----------|-----------|----------|----------|
|                                | <b>68</b> | <b>21</b> | <b>4</b> | <b>2</b> |

| Racial Vote   | % White for Harris | % White for Trump | % Black for Harris | % Black for Trump | % Latino for Harris |
|---------------|--------------------|-------------------|--------------------|-------------------|---------------------|
| 0             | 0.4                | 0.58              | 0.78               | 0.15              | 0.45                |
| Points earned | 27.2               | 39.44             | 16.38              | 3.15              | 1.8                 |

| Assumed Racial ID | White | Black | Latino | Asian |
|-------------------|-------|-------|--------|-------|
|                   | 68    | 21    | 4      | 2     |

|             | Harris | Trump |
|-------------|--------|-------|
| Vote Totals | 46.42  | 45.57 |

# INFERRED AGE ID CALCULATOR

|               | 18-34                                       | 35-49          | 50-64          | 65+            |           |
|---------------|---|----------------|----------------|----------------|-----------|
| Age ID        | <b>27      22      23      24</b>           |                |                |                |           |
|               | 2020 Exit Poll                              | 2020 Exit Poll | 2020 Exit Poll | 2020 Exit Poll | 2024 Poll |
| Age Vote      | 18-34                                       | 18-34          | 35-49          | 35-49          | 50-64     |
|               | 0.55      0.42      0.48      0.5      0.45 |                |                |                |           |
| Points earned | 14.85                                       | 11.34          | 10.56          | 11             | 10.35     |

|  | 18-34                      | 35-49 | 50-64 | 65+ | Must = 100 |
|--|----------------------------|-------|-------|-----|------------|
| Assumed Age ID (Experiment until result matches poll result) | 27      22      23      24 |       |       |     | 0          |

|             | Harris | Trump |
|-------------|--------|-------|
| Vote Totals | 47.04  | 47.02 |



65+.

24 Age ID

Age Bias

Age Bias

Score



% GOP for  
Harris

0.05

2.15



DR

| % Latino for<br>Trump | % Asian for<br>Harris | % Asian for<br>Trump |  |
|-----------------------|-----------------------|----------------------|--|
| 0.52                  | 0.52                  | 0.45                 |  |
| 2.08                  | 1.04                  | 0.9                  |  |





| 2024 Poll<br>50-64 | 2024 Poll<br>65+. | 2024 Poll<br>65+. |  |
|--------------------|-------------------|-------------------|--|
| 0.52               | 0.47              | 0.53              |  |
| 11.96              | 11.28             | 12.72             |  |