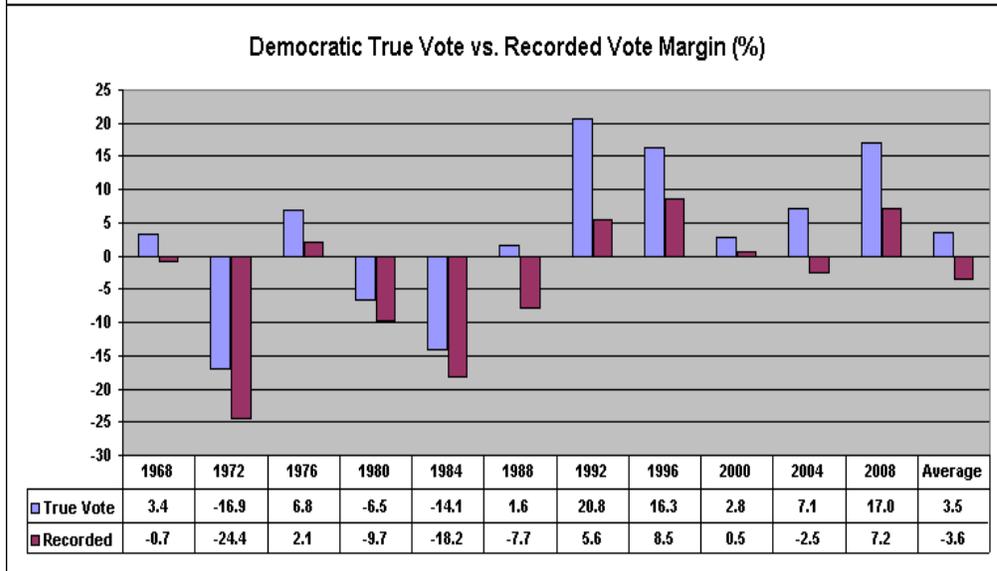
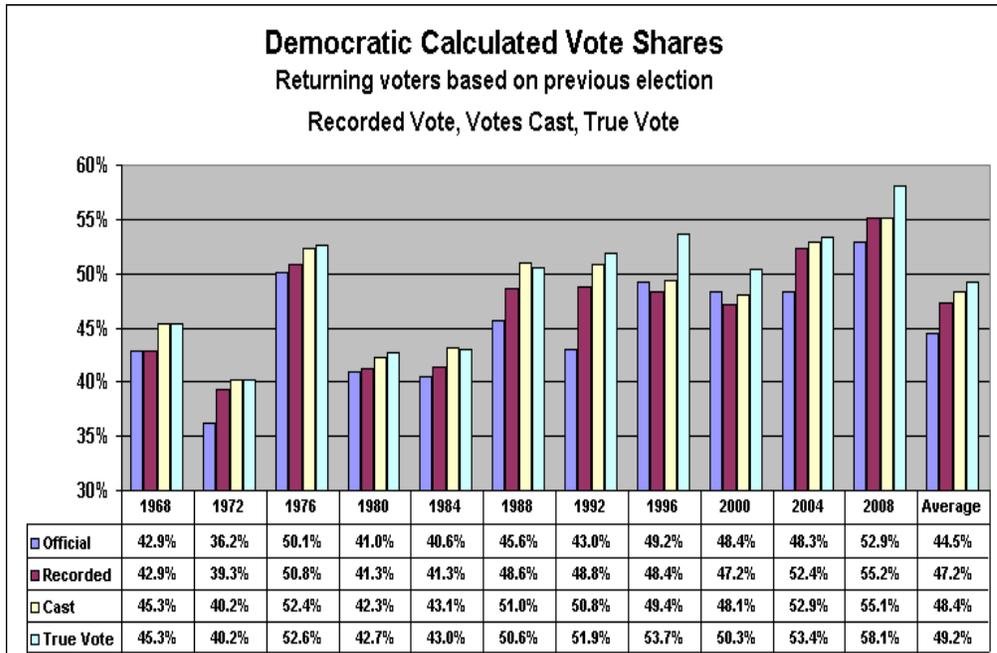


## **Exposing Media Election Myths**

- 1 There is no evidence of election fraud.
- 2 Bush 48% approval in 2004 does not indicate he stole the election.
- 3 Pre-election polls in 2004 did not match the exit polls.
- 4 2004 Election model projection assumptions were wrong.
- 5 Bush led the 2004 pre-election polls.
  
- 6 Exit polls are not random samples.
- 7 Reluctant Bush Responder (rBr) explains the 2004 exit poll discrepancies.
- 8 Bush won by increasing his vote share in Democratic strongholds (Urban Legend).
- 9 Swing vs. Red-shift: No correlation "kills the fraud argument".
- 10 False Recall explains the 43/37 Bush/Gore returning voter mix in the Final NEP.
  
- 11 Exit poll discrepancies were not due to voting machines/methods.
- 12 The Final National Exit Poll proves that Bush won.
- 13 Bush won the late voters the early exit polls missed.
- 14 Mid-term Generic polls are not a good predictor.
- 15 Hillary and Obama split the popular vote in the primaries.
- 16 Obama won by 9.5 million votes with a 52.9% vote share.

**Myth - There is no evidence of election fraud.**

Fact – The average historical Democratic True vote share exceeded the official share by 4.7%.

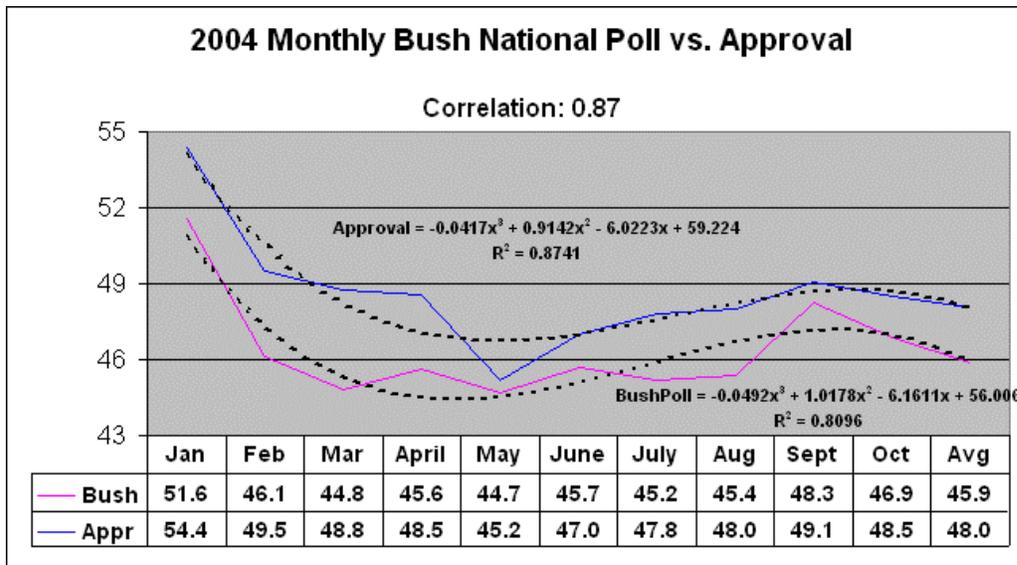
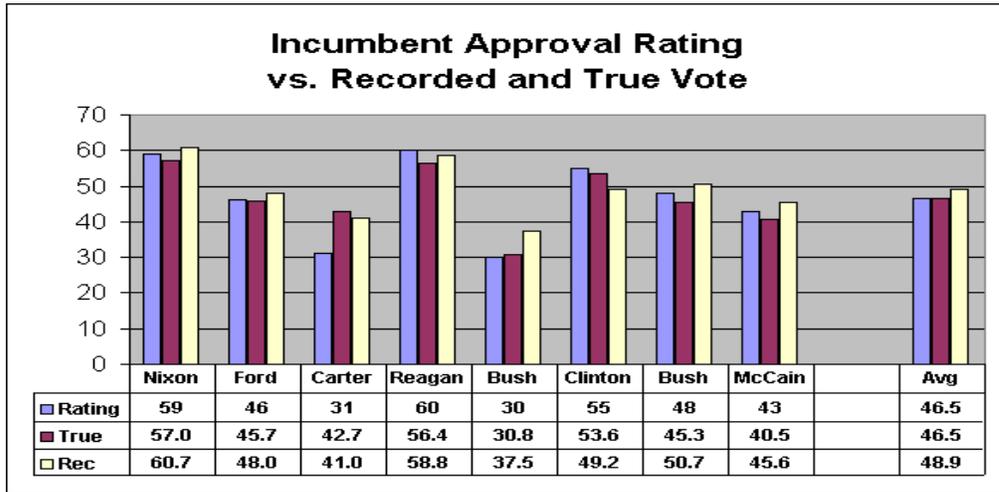


**Myth - Bush 48% approval in 2004 does not indicate that he stole the election.**

Fact - Every incumbent since 1968 over 50% approval won re-election.

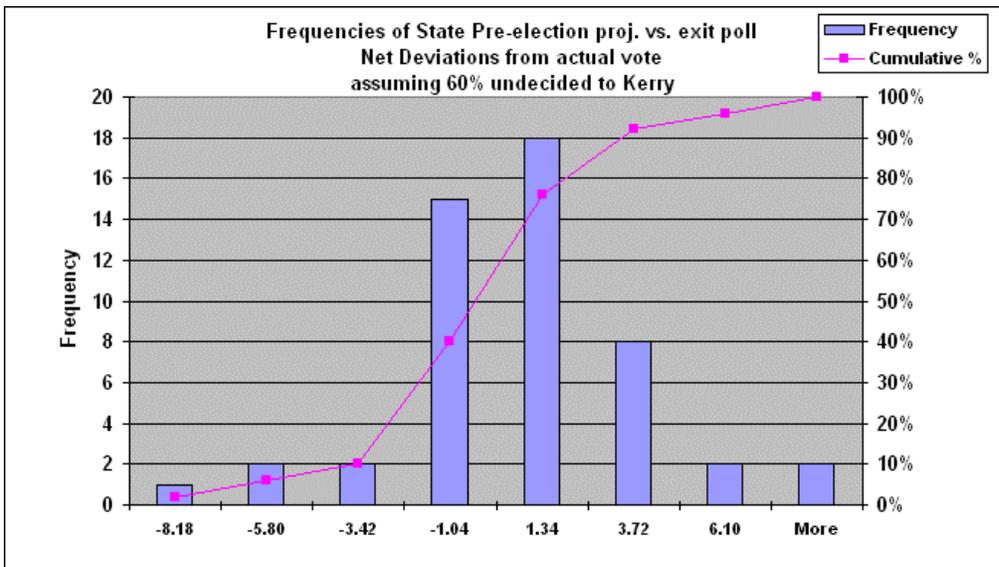
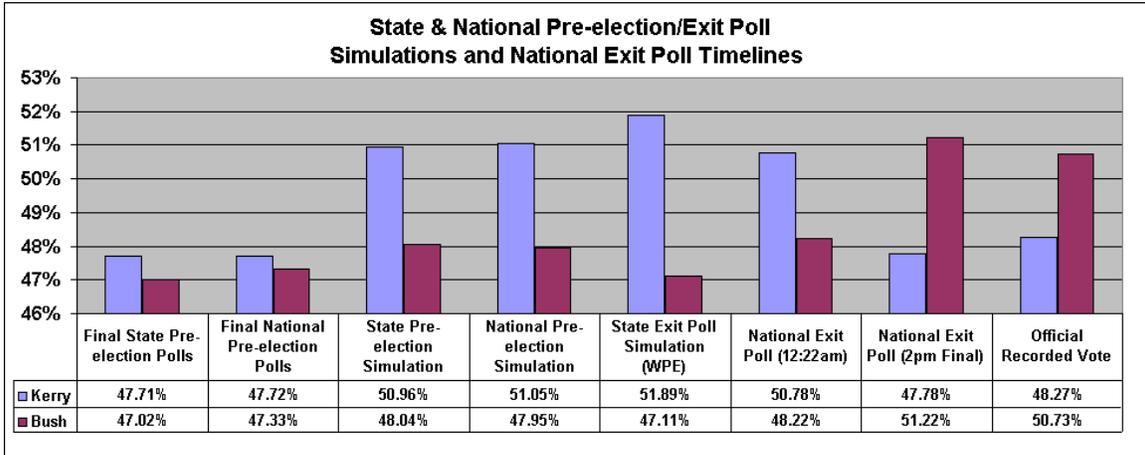
Fact - Bush was the ONLY incumbent to win with approval below 50%.

Fact - Average incumbent approval EXACTLY matched the average True vote (46.5%).



**Myth - 2004 pre-election polls did not match the exit polls.**

Fact - After adjusting for undecided voters, the average of the pre-election state and national polls matched the corresponding unadjusted exit poll.



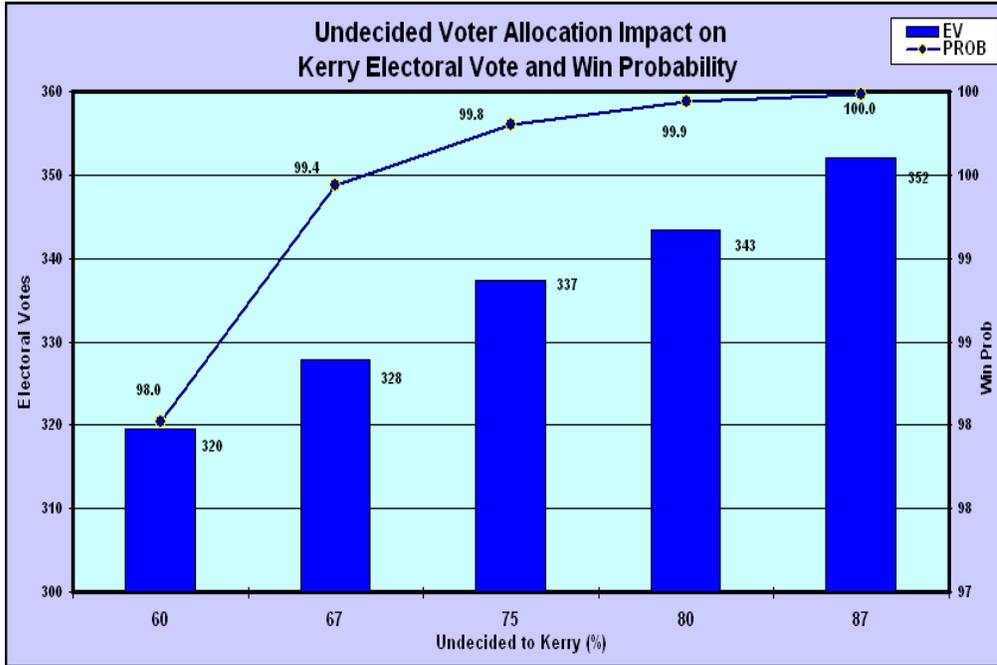
**Myth - 2004 Election Model projection assumptions were wrong.**

Fact - the base case assumption was that Kerry would win 75% of the undecided vote.

Fact - a sensitivity analysis showed that he won with 50%.

Fact - Historically challengers have won undecided voters over 80% of the time.

Fact - Gallup assigned 90% of undecided voters to Kerry.



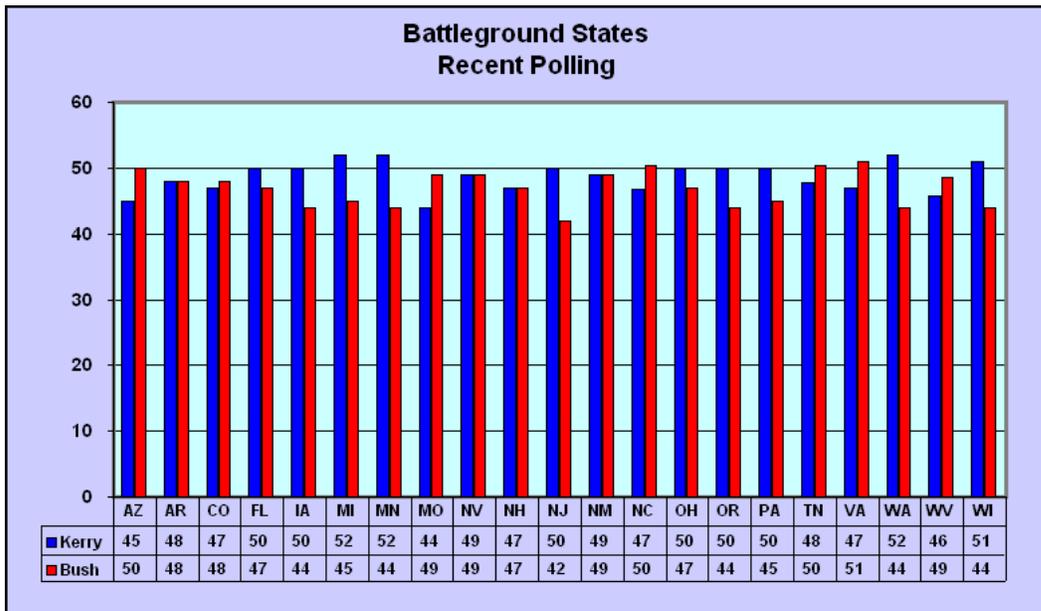
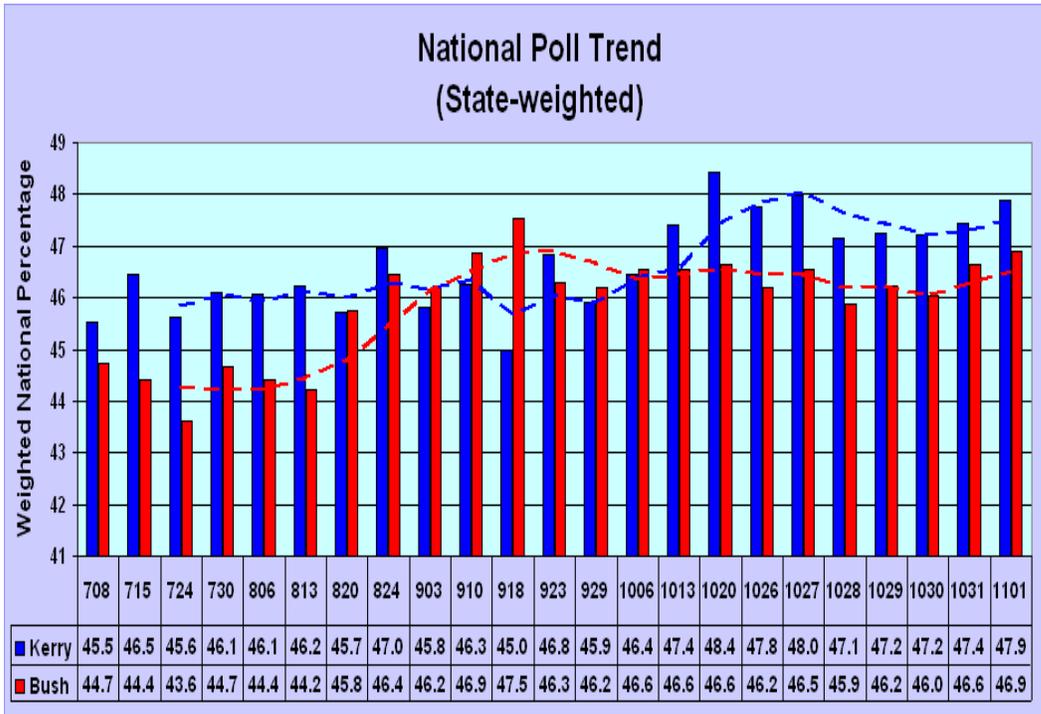
**Myth - Bush led the pre-election polls.**

Fact - Kerry led by 1% in the final pre-election polls; he led by 3% after undecided voters were allocated.

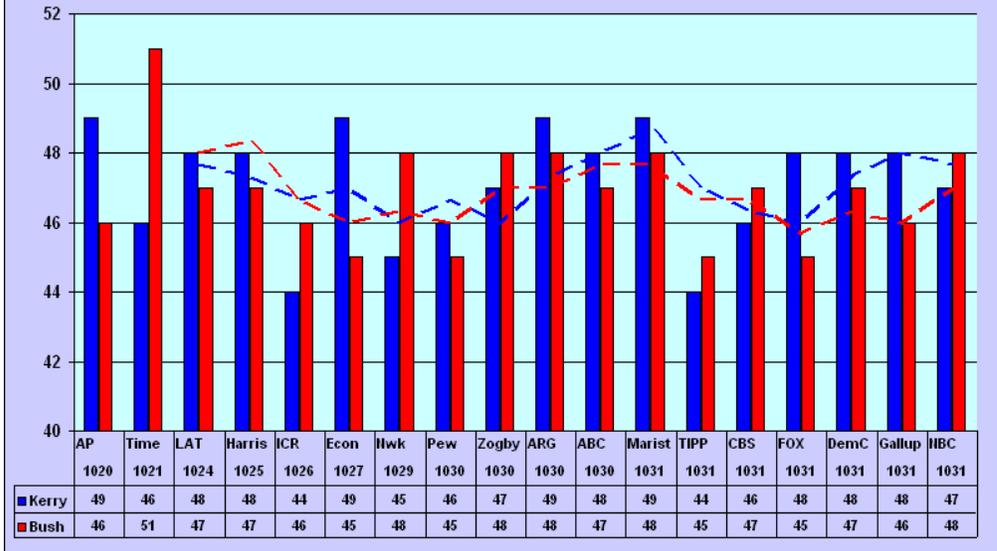
Fact - Kerry led Register Voter polls by a higher margin than Likely Voter polls.

Fact - Registered Voter pre-election polls were more accurate than LV polls.

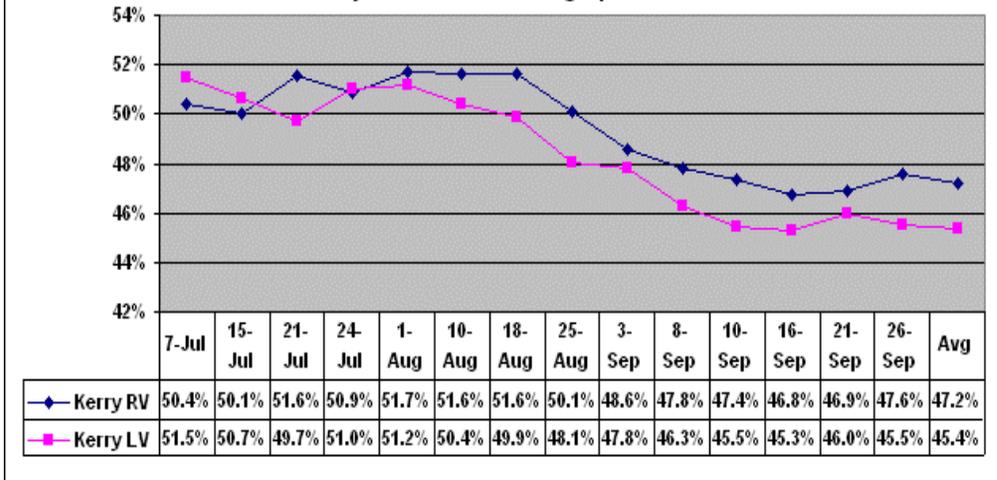
Fact - Kerry won 57-60% of 22-24 million new voters.



### Independents and Corporates Recent National Poll Trend



### Kerry RV vs. LV average poll trend



**Myth - Exit polls are not random samples; the margin of error is high.**  
**Fact - National Exit Poll notes indicate voters were randomly sampled.**

**WASHINGTON POST/NATIONAL ELECTION POOL EXIT POLL**

# A Closer Look at the Voters

The preliminary exit poll results presented here show how key voter groups turned out to vote in the United States overall.

## U.S.

Percentage of all voters



Percentage of all voters		Percentage whose vote was for . . .		
		Kerry	Bush	Nader
<b>Sex and Race</b>				
46%	Men	47%	52%	1%
54	Women	54	45	1
36	Non-Hispanic white men	40	58	1
41	Non-Hispanic white women	47	51	1
77	Non-Hispanic whites	44	55	1
11	Blacks	90	10	1
9	Hispanics	56	41	3
2	Asians	61	39	*
2	Other	56	38	2
<b>Party and political ideology</b>				
38%	Democrat	90%	9%	1%
26	Independent/Other	52	44	2
35	Republican	7	92	0
22	Liberal	86	12	2
45	Moderate	57	42	1
32	Conservative	17	82	1
<b>Region</b>				
22%	Northeast	58%	41%	1%
25	Midwest	50	49	1
31	South	44	54	1
21	West	53	45	1
<b>Age</b>				
17%	18-29	56%	42%	1%
28	30-44	48	49	2
30	45-59	51	47	1
24	60 and older	48	51	0
<b>Income and education</b>				
8%	Less than \$14,999	65%	34%	1%
15	\$15,000 to \$29,999	60	38	1
22	\$30,000 to \$49,999	53	46	1
23	\$50,000 to \$74,999	46	53	1
14	\$75,000 to \$99,999	48	51	0
18	\$100,000 or more	43	55	2
4%	Less than high school	53%	46%	1%
22	High school graduate	50	48	1
31	Some college, but not four years	48	51	1
26	College graduate	49	50	1
17	Post-graduate study	57	41	1

Percentage of all voters

Percentage of all voters		Percentage whose vote was for . . .		
		Kerry	Bush	Nader
<b>Religious affiliation</b>				
53%	Protestant	43%	56%	1%
27	Catholic	50	49	1
3	Jewish	78	22	*
7	Other	75	21	3
10	None	69	29	2
22	Evangelical	23	76	1
<b>2000 presidential vote</b>				
17%	Did not vote	57%	41%	2%
39	Gore	91	8	1
41	Bush	10	90	0
<b>Other factors</b>				
24%	Union household	61%	37%	1%
28	Married, children	42	56	2
41	Gun owner in household	39	59	2
11	First-time voter	55	43	1
4	Gay, lesbian or bisexual	78	21	2
18	Military veteran	43	55	1
<b>Traits/issues</b>				
<b>Q: Which ONE candidate quality mattered most in deciding how you voted for president today?</b>				
17%	He is a strong leader.	13%	85%	1%
9	He cares about people like me.	76	22	2
17	He has a clear stand on the issues.	22	75	2
25	He will bring about needed change.	95	4	1
<b>Q: Which ONE issue mattered most in deciding how you voted today?</b>				
5%	Taxes	47%	52%	1%
4	Education	76	23	*
8	Health care	79	21	*
15	Iraq	75	24	0
18	Terrorism	15	85	0
20	Economy/jobs	81	17	1
21	Moral values	19	78	3

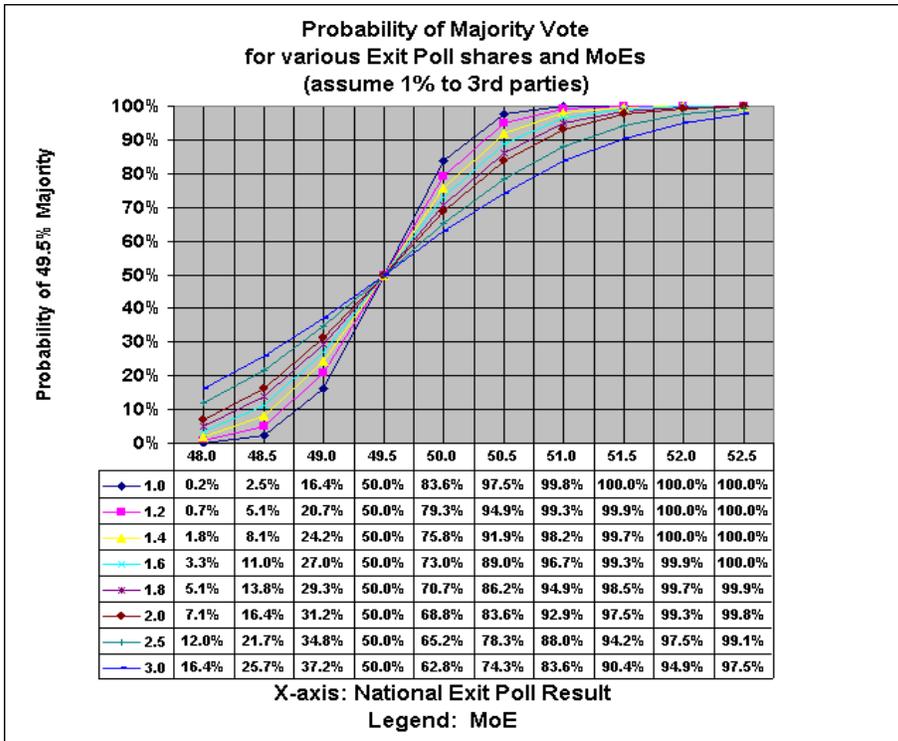
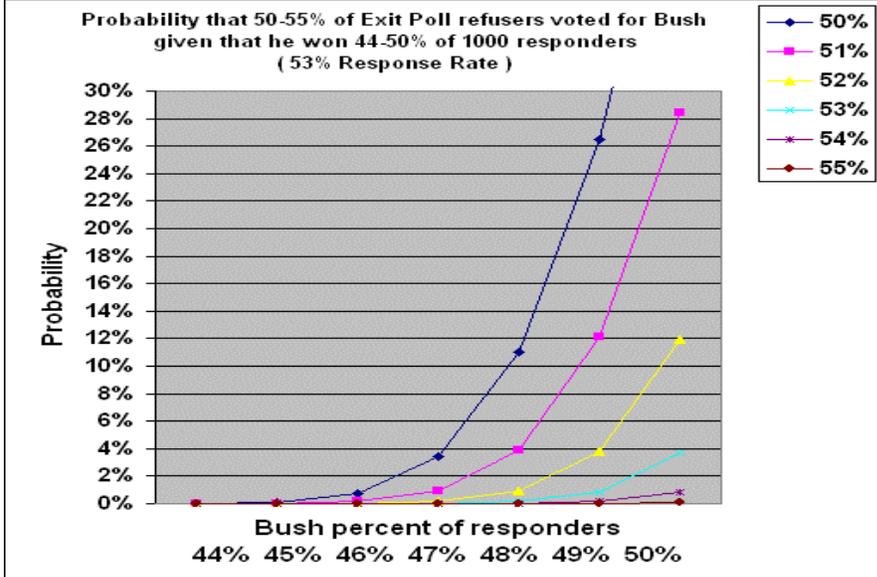
Asterisk indicates less than 1 percent. Results presented here are from an exit poll based on interviews with 13,047 randomly selected voters as they exited polling places around the nation yesterday and telephone interviews conducted prior to the election in 13 states. Only the three candidates who received the most support are shown. Sampling error for the overall results is plus or minus one percentage point; it is somewhat larger for subsamples. Final percentages may shift slightly. The exit poll was conducted by Edison Media Research and Mitofsky International for the National Election Pool, The Washington Post and other news organizations. The NEP is an association of ABC News, CNN, CBS News, Fox News, NBC News and the Associated Press.

**Myth - Reluctant Bush Responder (rBr) explains the exit poll discrepancies**

Fact - The Final National Exit Poll indicated that returning Bush voters comprised 43% of the electorate and only 37% were Gore voters.

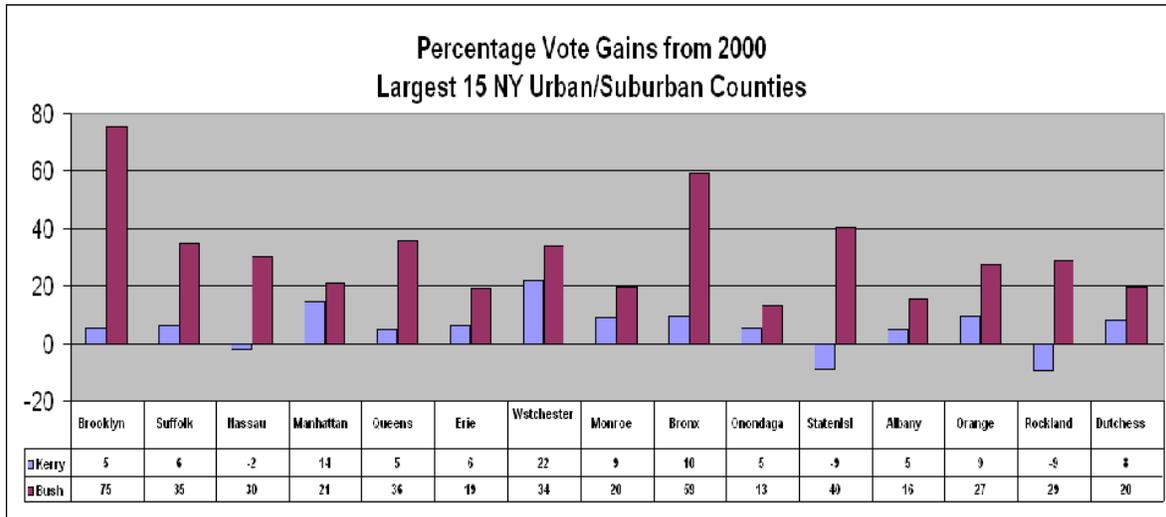
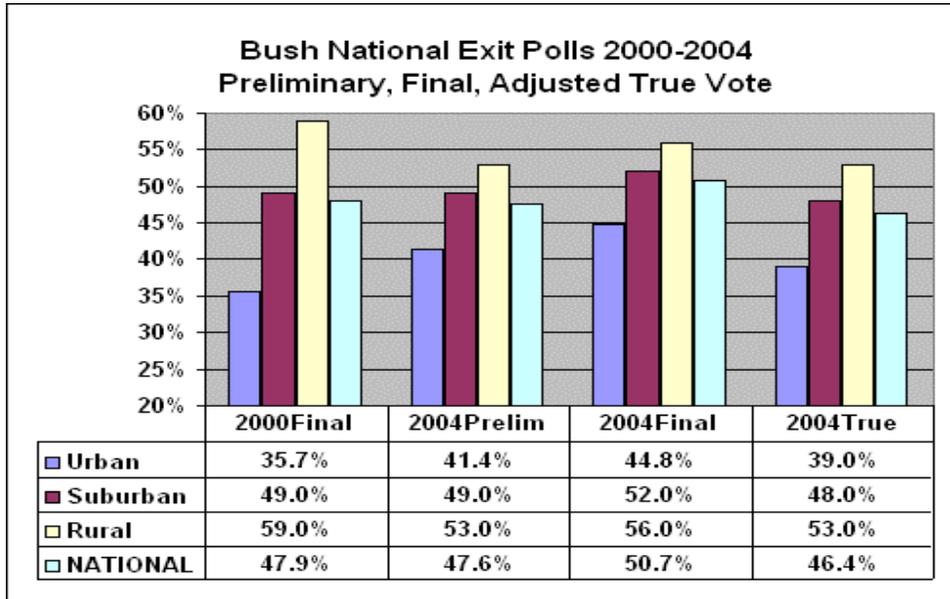
Fact - Bush needed 55% of non-responders to match his vote. He had 47% of responders.

Fact - Exit poll response was HIGH in strong Bush states and LOW in Kerry states.



**Myth - Bush won by increasing his vote share in Democratic strongholds (Urban Legend).**

**Fact - That was implausible. He LOST vote share in rural areas and small towns.**

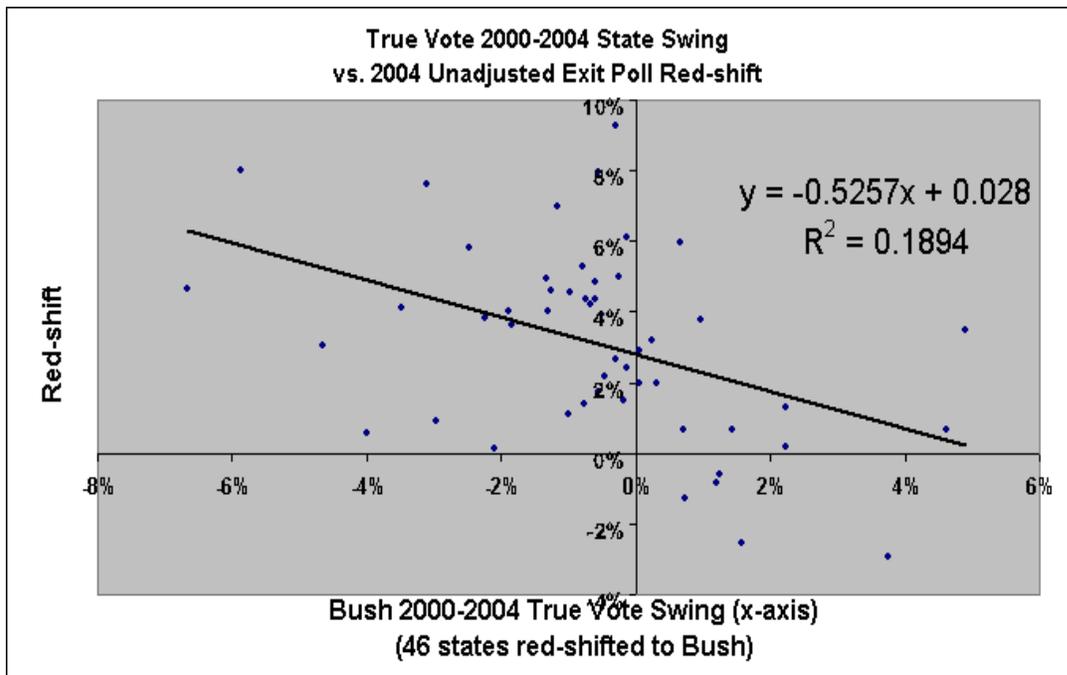
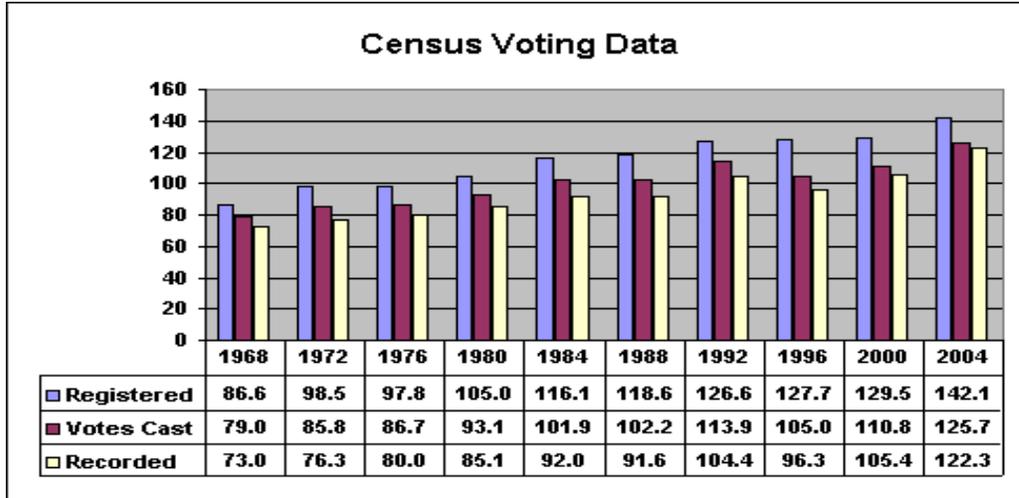


**Myth - Swing vs. Red-shift: No correlation "kills the fraud argument".**

Fact - Using recorded vote "swing" (change in Bush Vote share from 2000 to 2004) is incorrect.

Fact - In 2000 there were 5.4 million net uncounted votes; in 2004, 3.4 million.

Fact - From 70-80% of uncounted votes were Gore and Kerry lost votes.



**Myth - False Recall explains the 43/37 Bush/Gore voter mix in the Final National Exit poll.**

Fact - This assumes that the recorded vote is the baseline.

Fact - Gore won the recorded vote in 2000 by 540,000.

Fact - There is no evidence to suggest Gore voters forgot or were motivated to lie.

Fact - Retrospective surveys matched the True Vote when total votes CAST were used.

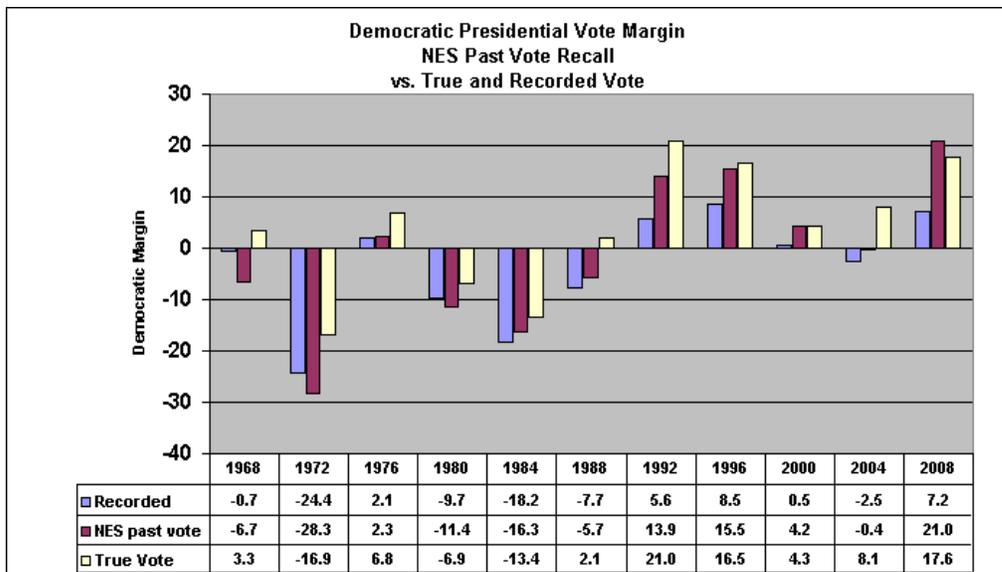
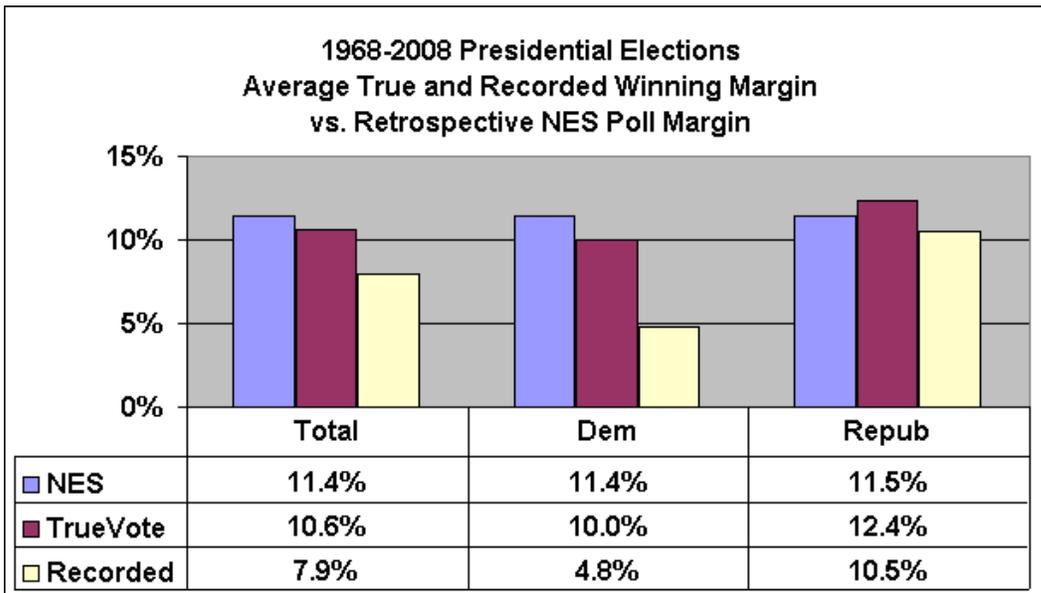
Fact - In 1968-2008, the average NES winning margin was 11.43%.

The average True Vote winning margin was 10.63%.

The average True Vote winning share deviated by 0.40% from NES.

The average Democratic True winning share deviated by 0.70%.

The average Republican True winning share deviated by 0.46%.





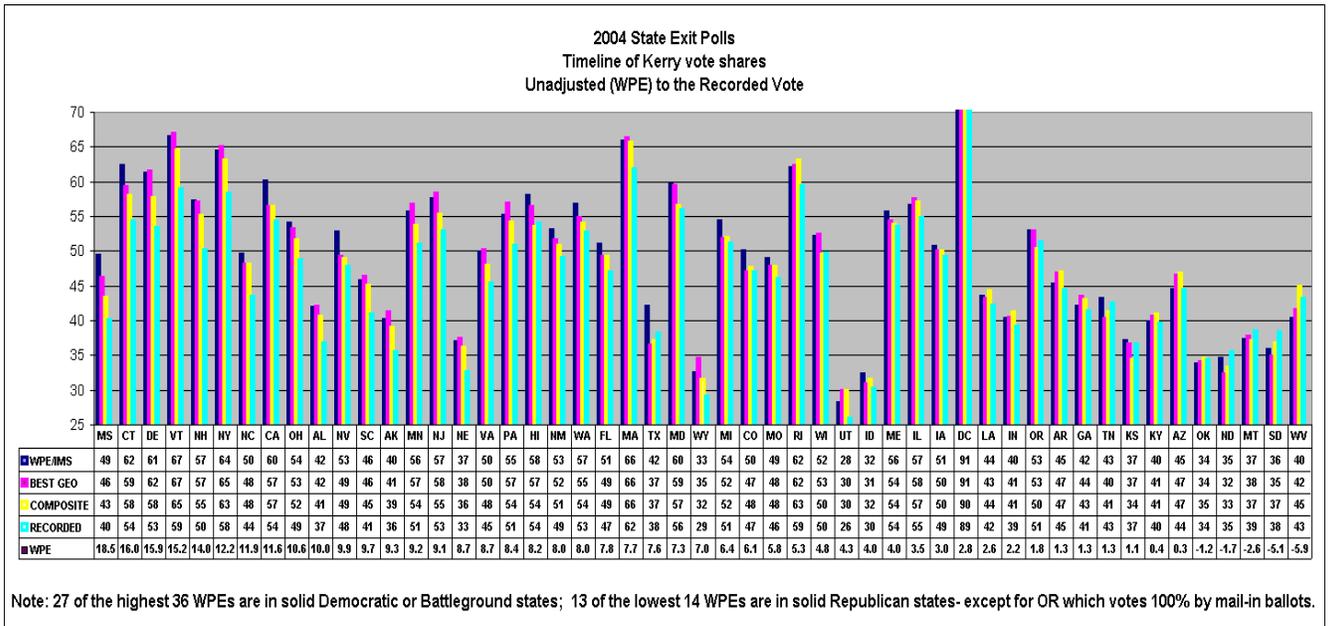
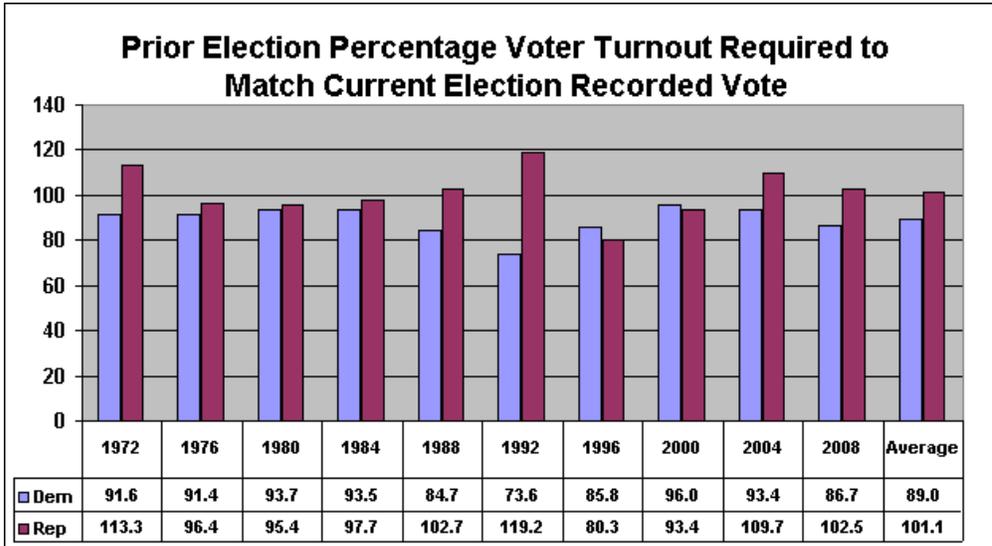
**Myth- The Final National Exit Poll proves that Bush won**

Fact - The Final was FORCED TO MATCH THE RECORDED VOTE.

Fact - The 43/37 returning Bush/Gore voter mix was IMPOSSIBLE.

Fact - The mix required over 6 million PHANTOM Bush voters

Fact - The Final also adjusted corresponding Bush vote shares to implausible levels.



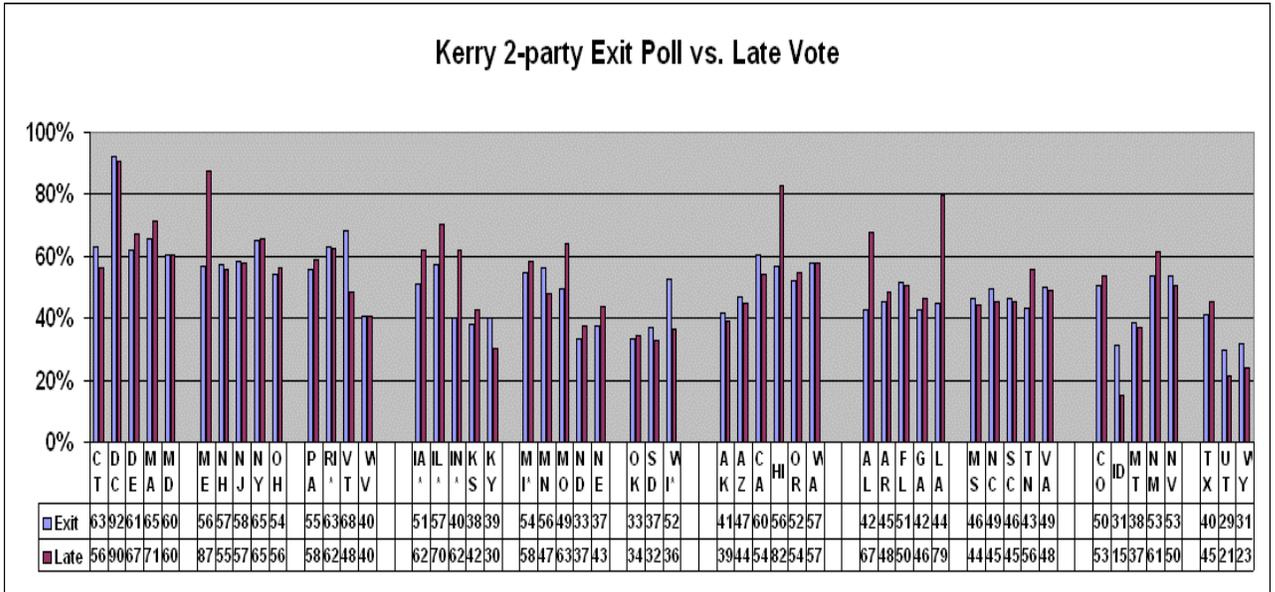
**Myth - Bush late voters were missed by the early exit polls.**

Fact - Kerry led 51-48% throughout the National Exit Poll timeline (4pm, 730pm, 1222am).

Fact - Kerry won 55% of the final 6 million votes recorded after Election Day.

Fact - The unadjusted state exit poll aggregate had Kerry winning by 5%.

Fact- The late vote shares matched the exit polls.



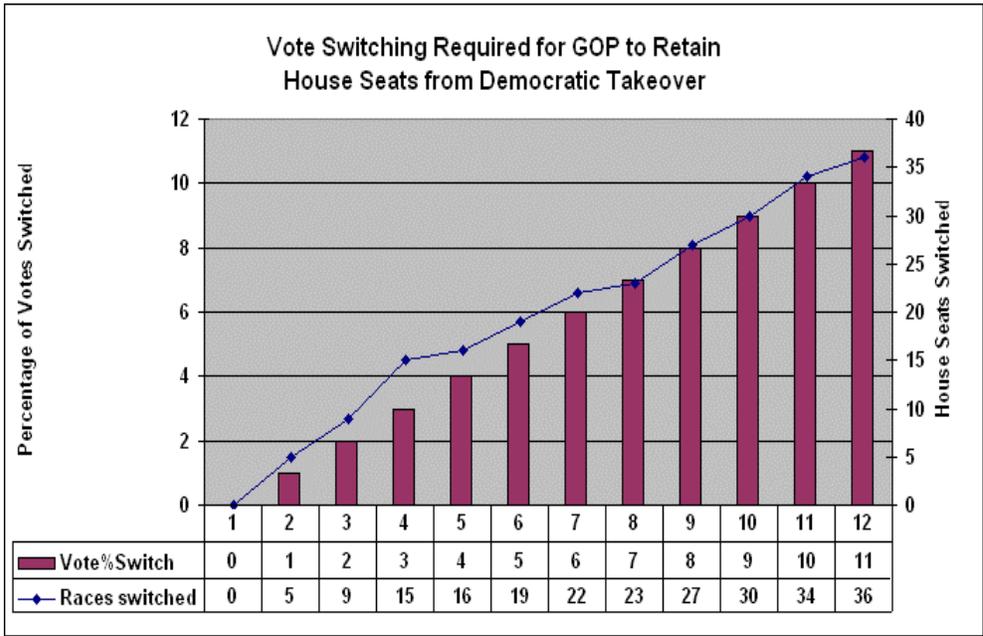
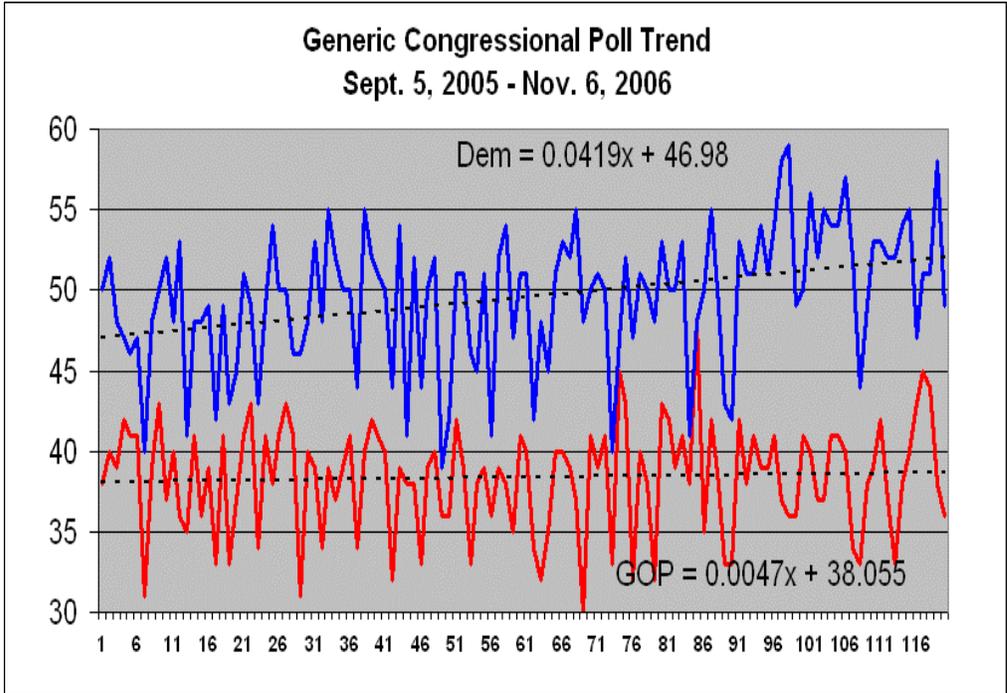
**2006 Midterms**

Myth - Generic polls are not a good predictor of the Recorded Vote.

Fact - That is correct. But they accurately predict the TRUE VOTE.

Fact - The Generic 120 pre-election poll trend had the Democrats winning with 56.4%.

Fact - The Democrats had 56.4% in the unadjusted exit poll.



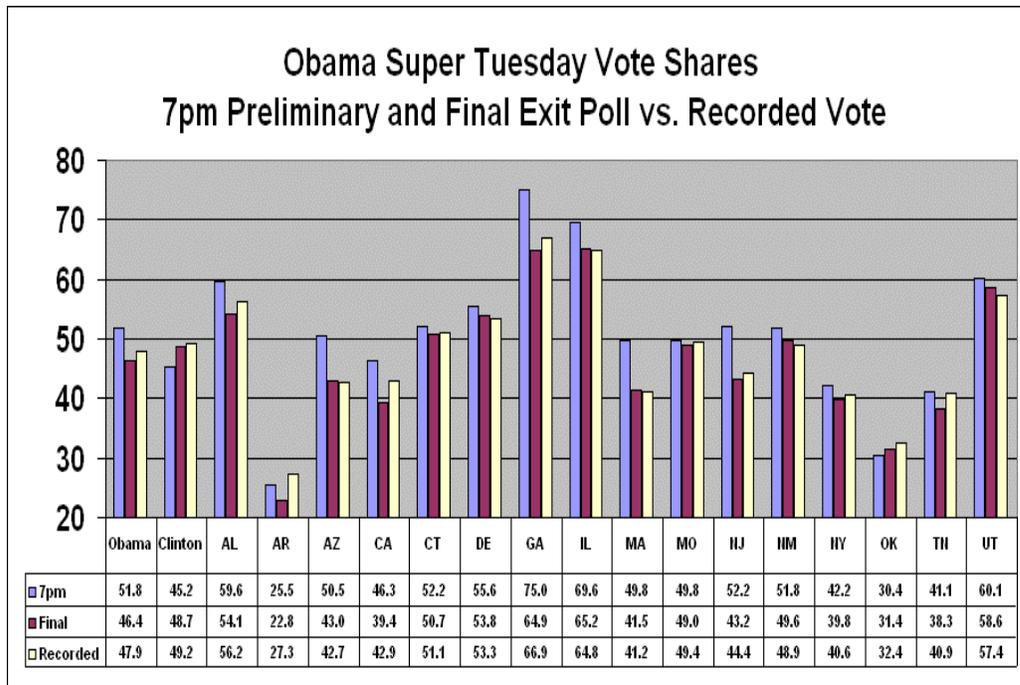
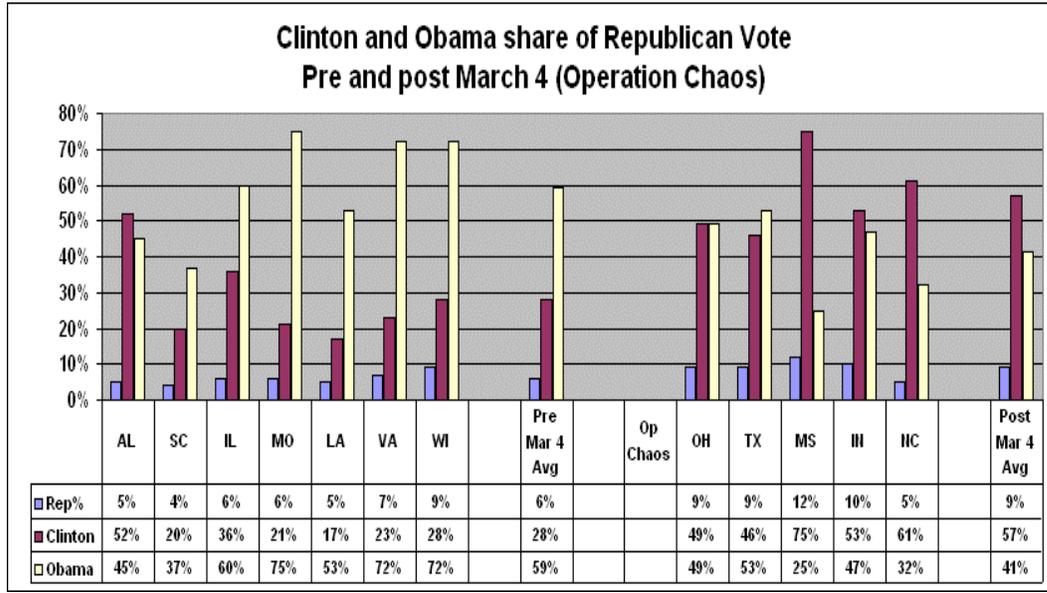
## 2008 Primaries

Myth - Hillary and Obama were close in the popular vote.

Fact - Pre-election and exit polls showed Obama to be the winner in the NH primary.

Fact - Super Tuesday exit polls showed Obama to be the clear winner.

Fact - Rush Limbaugh called for "Operation Chaos" to get Republicans to cross over and vote for Clinton.



2008

**Myth - Obama won by 9.5 million votes with a 52.9% share.**

Fact - Obama won by 22 million assuming 2004 was FRAUDULENT (Kerry won by 52-47%).

Fact - Obama won by 17 million assuming ZERO FRAUD (Bush won by 3.0 million).

