

The Elusive Likely Voter

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Cutoffs

Cutoff

Response	No	Undecided	Probably	Yes	Already have
Points	1	2	3	4	5

The problem of the ‘likely voter’

- Predicting the behaviour of large populations
- Proprietary models
- Misreporting voting behaviours

Do you intend to vote in the 2016 general election?	Validated turnout (%)
Yes, definitely (78% of the sample)	64
I already voted (3%)	68
Probably (7%)	29
Undecided (5%)	18
No (7%)	9

NOTE.— $N = 64,600$ respondents to the 2016 CCES. Percentages calculated using poststratification sampling weights.

Expanded cutoff

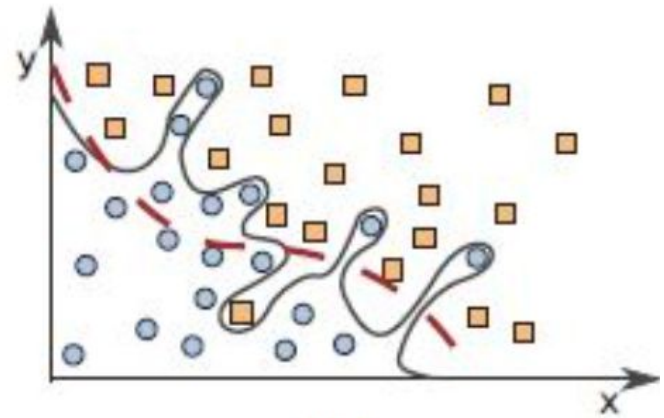
	0 points	1 point	2 points
Intent	No / Undecided	Probably	Definitely / Already have
Voting record	No	Yes / under 22	-
Following current affairs	No	Some of the time	Most of the time
Registered to vote	No	Yes	-

Total	0	1	2	3	4	5	6
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Cutoff

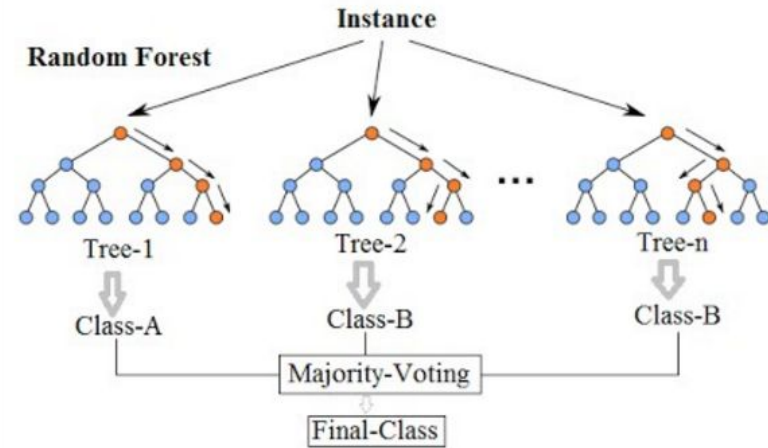
Probabilistic

- Subjective approach
- Random forest approach
- Training data
 - Slow to Adjust
- Regular Perry-Gallup index
- Perry-Gallup + Demographics



(b)

Random Forest Simplified



Results

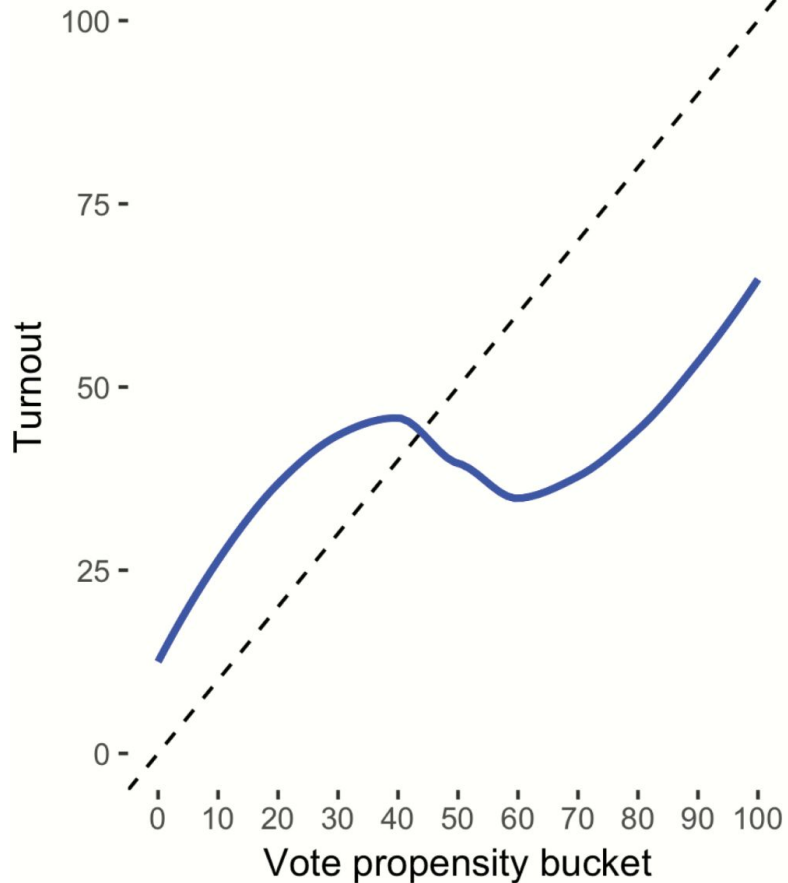
Approach	Implied turnout(%)	National bias(%)	Avg. bias by state(%)	Avg. absolute error by state(%)	Predictive accuracy(A)
<i>Cutoff approaches:</i>					
Already voted + will definitely vote	70.78	3.59	2.46	4.44	-0.084
Perry-Gallup 6s + 5s	60.26	2.05	1.18	3.98	-0.046
<i>Probabilistic approaches:</i>					
Perry-Gallup	66.55	3.29	1.75	4.17	-0.075
Perry-Gallup + Demographics	59.86	-0.19	-0.36	4.02	0.007

The turnout rate among the target population of nonincarcerated US citizens was **59.4 percent**.

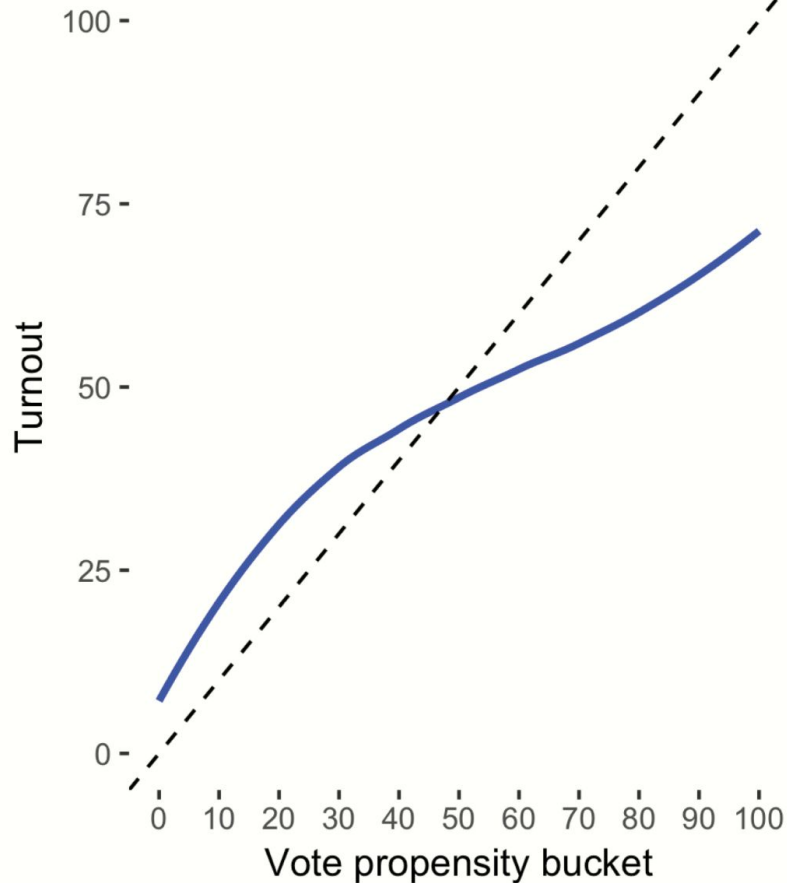
A total of **55.1 percent** of 2016 CCES respondents were validated voters.

(Based on data provided by <http://www.electproject.org>)

Perry-Gallup Only

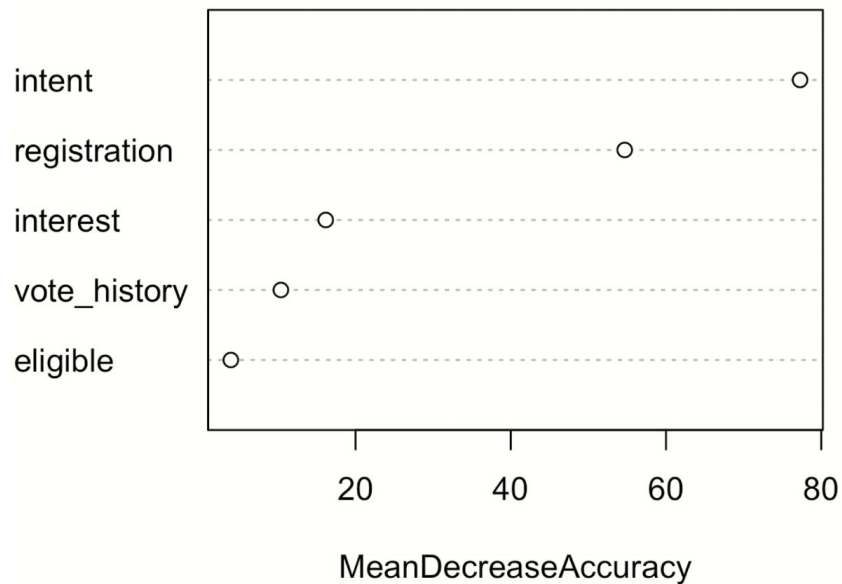


Perry-Gallup + Demographics



(a)

Perry Gallup Index Only



(b)

Perry Gallup + Demographics

