Awareness Test

http://www.schooltube.com/video/d1260c1aec2261bb63c3/Test-Your-Awareness-Do-The-Test
The General Election
Handwringing and Horseraces

- Messaging
- Spots
- Swing States
- Fundraising
- Veeps
- Conventions
- Debates
- Gaffes
The General Election
Handwringing and Horseraces

“Tactics set, Obama, Romney hurtle toward finish”
– AP, 10/20/12

“Obama Campaign Endgame: Grunt Work & Cold Math”
– New York Times, 10/25/12

“Obama, Romney hit final stretch with bursts of fundraising” – Los Angeles Times, 10/25/12
“Campaigns used to guess which ads were most effective. Now they can prove it. How Obama’s embrace of empiricism could swing the 2012 race.”
The General Election
Post Election Mythmaking - Pro

“Near-Flawless Run From Start to Finish Is Credited in Victory” *NYT*
The General Election
Post Election Mythmaking - Con
Horserace Today

Pollster – Romney +.9
Realclearpolitics – Romney +1

Nate Silver (NYT) 74% chance Obama wins.
Intrade 64% chance Obama wins.
What Really Matters?
3 Basic Elements

Voters
Campaigns
Fundamentals
Voters

Politicos
• Super Interested
• Super Informed
• Super Ideological

My Fellow Americans
• Not So Interested
• Not So Informed
• Not So Ideological
So Lots of Swing Voters, Right?

Gallup 2012:
32D / 28R
Wrong!?

Gallup 2012:
50D / 43R
Campaigns

High Stakes
+ Clear Rules
+ Good Information
≈ 0*

* Campaigns push partisans (≈ 90%) home and get swing voters (≈ 10%) to look around.
FUNDAMENTALS

Vote = Incumbent Party * Real World Conditions

On the Right Track = Keep Going
On the Wrong Track = Throw ‘Em Out
A Story About Sharks and Votes

1916 Jersey Shore
Week of Shark Attacks Leaves 4 Dead
Tourists Flee (75% Vacant in Summer!)

President Woodrow Wilson Vote In NJ
- Non-Beach Towns, No Difference
- Beach Towns, - 3 to 10% (all else equal)
FUNDAMENTALS

In practice, this means presidential elections turn largely on two basic fundamentals…

Peace
&
Prosperity
FUNDAMENTALS


Regression line and war effects computed from Bread and Peace equation estimates.
Source: www.douglas-hibbs.com October 27 2011
This year, however, the fundamentals predict a close election!
So particular states matter!

NC(-3.8)/FL(-1.8)
VA(0)/Colorado(0)
Ohio(+1.9) or IA(+2.3)/WI(+2.3)
And If it is **Really** Close
It’s Not Just the States that Matter!
Bottom Line

I expect a close election overall, but one in which President Obama wins reelection…

… with a Republican House

… and a Democratic Senate