2024 General Election Forcasting Model

POLSCI 239 - Assignment Four

Jack Regan

Methodology

The data for this model is borrowed from ABC's 538 general election state polling dataset. The guidelines for polls selection can be reviewed on 538's webpage, here: https://abcnews.go.com/538/polling-averages-work/story?id=109364028.

```
polling_data <- read_csv("data/president_polls.csv", show_col_types = FALSE)
glimpse(polling_data)
```

```
Rows: 15,971
Columns: 52
$ poll_id                  <dbl> 88806, 88806, 88836, 88836, 88817, 88817, 88~
$ pollster_id              <dbl> 770, 770, 1895, 1895, 1741, 1741, 770, 770, ~
$ pollster                 <chr> "TIPP", "TIPP", "Quantus Insights", "Quantus~
$ sponsor_ids              <dbl> NA, NA, 2184, 2184, NA, NA, NA, NA, NA, NA, ~
$ sponsors                 <chr> NA, NA, "TrendingPolitics", "TrendingPolitic~
$ display_name             <chr> "TIPP Insights", "TIPP Insights", "Quantus I~
$ pollster_rating_id       <dbl> 144, 144, 859, 859, 721, 721, 144, 144, 338,~
$ pollster_rating_name     <chr> "TIPP Insights", "TIPP Insights", "Quantus I~
$ numeric_grade            <dbl> 1.8, 1.8, NA, NA, NA, NA, 1.8, 1.8, 0.7, 0.7~
$ pollscore                <dbl> -0.4, -0.4, NA, NA, NA, NA, -0.4, -0.4, 0.6,~
$ methodology              <chr> "Online Panel", "Online Panel", "Online Pane~
$ transparency_score       <dbl> 3.0, 3.0, 5.5, 5.5, 8.0, 8.0, 3.0, 3.0, 4.0,~
$ state                    <chr> NA, NA, "Pennsylvania", "Pennsylvania", "Flo~
$ start_date               <chr> "10/18/24", "10/18/24", "10/17/24", "10/17/2~
$ end_date                 <chr> "10/20/24", "10/20/24", "10/20/24", "10/20/2~
$ sponsor_candidate_id     <dbl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ sponsor_candidate        <chr> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ sponsor_candidate_party  <chr> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ endorsed_candidate_id    <lgl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
```

```
$ endorsed_candidate_name   <lgl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ endorsed_candidate_party  <lgl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ question_id               <dbl> 213459, 213459, 213538, 213538, 213472, 2134~
$ sample_size               <dbl> 1244, 1244, 840, 840, 400, 400, 1254, 1254, ~
$ population                <chr> "lv", "lv", "lv", "lv", "lv", "lv", "lv", "l~
$ subpopulation             <lgl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ population_full           <chr> "lv", "lv", "lv", "lv", "lv", "lv", "lv", "l~
$ tracking                  <lgl> TRUE, TRUE, NA, NA, NA, NA, TRUE, TRUE, NA, ~
$ created_at                <chr> "10/21/24 08:43", "10/21/24 08:43", "10/21/2~
$ notes                     <chr> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ url                       <chr> "https://tippinsights.com/tipp-tracking-poll~
$ url_article               <chr> "https://tippinsights.com/tipp-tracking-poll~
$ url_topline               <chr> NA, NA, "https://docs.google.com/document/d/~
$ url_crosstab              <chr> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ source                    <dbl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ internal                  <lgl> NA, NA, FALSE, FALSE, FALSE, FALSE, NA, NA, ~
$ partisan                  <chr> NA, NA, "REP", "REP", NA, NA, NA, NA, "REP",~
$ race_id                   <dbl> 8914, 8914, 8872, 8872, 8778, 8778, 8914, 89~
$ cycle                     <dbl> 2024, 2024, 2024, 2024, 2024, 2024, 2024, 20~
$ office_type               <chr> "U.S. President", "U.S. President", "U.S. Pr~
$ seat_number               <dbl> 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0, 0,~
$ seat_name                 <lgl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ election_date             <chr> "11/5/24", "11/5/24", "11/5/24", "11/5/24", ~
$ stage                     <chr> "general", "general", "general", "general", ~
$ nationwide_batch          <lgl> FALSE, FALSE, FALSE, FALSE, FALSE, FALSE, FA~
$ ranked_choice_reallocated <lgl> FALSE, FALSE, FALSE, FALSE, FALSE, FALSE, FA~
$ ranked_choice_round       <dbl> NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, NA, ~
$ hypothetical              <lgl> FALSE, FALSE, FALSE, FALSE, FALSE, FALSE, FA~
$ party                     <chr> "DEM", "REP", "DEM", "REP", "DEM", "REP", "D~
$ answer                    <chr> "Harris", "Trump", "Harris", "Trump", "Harri~
$ candidate_id              <dbl> 16661, 16651, 16661, 16651, 16661, 16651, 16~
$ candidate_name            <chr> "Kamala Harris", "Donald Trump", "Kamala Har~
$ pct                       <dbl> 47.0, 48.0, 48.2, 50.3, 45.4, 54.6, 47.0, 49~
```

Data Cleaning

The model will only calculate win percentages for toss up states.

```
toss_up_states <- c("Michigan", "Nevada",
      "Arizona", "New Mexico",
      "Wisconsin", "Pennsylvania",
```

```
      "North Carolina", "Georgia")

polling_data <- polling_data |>
  select(
    poll_id,
    state,
    end_date,
    sample_size,
    candidate_name,
    pct
  ) |>
  filter(candidate_name == "Kamala Harris" & state %in% toss_up_states) |>
  mutate(end_date = as.Date(end_date, format = "%m/%d/%y")) |>
  arrange(end_date) |>
  drop_na(sample_size)

glimpse(polling_data)
```

```
Rows: 847
Columns: 6
$ poll_id        <dbl> 84542, 84542, 84543, 84543, 84544, 84544, 84545, 84545,~
$ state          <chr> "Arizona", "Arizona", "Georgia", "Georgia", "Michigan",~
$ end_date       <date> 2023-11-03, 2023-11-03, 2023-11-03, 2023-11-03, 2023-1~
$ sample_size    <dbl> 603, 603, 629, 629, 616, 616, 611, 611, 600, 600, 603, ~
$ candidate_name <chr> "Kamala Harris", "Kamala Harris", "Kamala Harris", "Kam~
$ pct            <dbl> 43.0, 43.0, 44.0, 44.0, 45.0, 48.0, 42.0, 42.0, 44.0, 4~
```

Adjusting Data for Sample Size

Describe Weight for sample size - attributed to ABC

```
square_root_median_sample_size_by_state <- polling_data |>
  group_by(state) |>
  summarize(
    square_root_median_sample_size = sqrt(median(sample_size, na.rm = TRUE))
  )

polling_data <- polling_data |>
  mutate(adjusted_pct = case_when(
    state == "Arizona" ~ sqrt(sample_size)/27.85678*pct,
```

```
    state == "Georgia" ~ sqrt(sample_size)/28.26659*pct,
    state == "Michigan" ~ sqrt(sample_size)/26.22975*pct,
    state == "Nevada" ~ sqrt(sample_size)/26.01922*pct,
    state == "New Mexico" ~ sqrt(sample_size)/22.94559*pct,
    state == "North Carolina" ~ sqrt(sample_size)/28.28427*pct,
    state == "Pennsylvania" ~ sqrt(sample_size)/28.33725*pct,
    state == "Wisconsin" ~ sqrt(sample_size)/26.45751*pct
    )
  )

glimpse(polling_data)
```

```
Rows: 847
Columns: 7
$ poll_id        <dbl> 84542, 84542, 84543, 84543, 84544, 84544, 84545, 84545,~
$ state          <chr> "Arizona", "Arizona", "Georgia", "Georgia", "Michigan",~
$ end_date       <date> 2023-11-03, 2023-11-03, 2023-11-03, 2023-11-03, 2023-1~
$ sample_size    <dbl> 603, 603, 629, 629, 616, 616, 611, 611, 600, 600, 603, ~
$ candidate_name <chr> "Kamala Harris", "Kamala Harris", "Kamala Harris", "Kam~
$ pct            <dbl> 43.0, 43.0, 44.0, 44.0, 45.0, 48.0, 42.0, 42.0, 44.0, 4~
$ adjusted_pct   <dbl> 37.90497, 37.90497, 39.03953, 39.03953, 42.58030, 45.41~
```

Exponentially Weighted Moving Average Calculation

Describe EWMA averaging algorithm

```
calculate_ewma <- function(data, raw_average, lambda) {

  ewma <- numeric(length(data[[raw_average]]))
  ewma[1] <- data[[raw_average]][1]

  for (i in 2:length(data[[raw_average]])) {
    ewma[i] <- lambda * data[[raw_average]][i] + (1 - lambda) * ewma[i - 1]
  }
  return(sum(ewma)/length(data[[raw_average]]))
}
polling_data |>
  group_by(state) |>
  summarise(
    count = n(),
```

```
    mean_raw_pct = mean(pct),
    ewma_adjusted_pct = calculate_ewma(cur_data(), "adjusted_pct", 0.95)
  )
```

```
Warning: There was 1 warning in `summarise()`.
i In argument: `ewma_adjusted_pct = calculate_ewma(cur_data(), "adjusted_pct",
  0.95)`.
i In group 1: `state = "Arizona"`.
Caused by warning:
! `cur_data()` was deprecated in dplyr 1.1.0.
i Please use `pick()` instead.
```

```
# A tibble: 8 x 4
  state          count mean_raw_pct ewma_adjusted_pct
  <chr>          <int>        <dbl>              <dbl>
1 Arizona          111         46.5               46.2
2 Georgia          119         46.4               46.5
3 Michigan         124         47.5               48.6
4 Nevada            80         47.0               47.0
5 New Mexico        10         49.0               53.5
6 North Carolina   111         47.2               47.2
7 Pennsylvania     166         47.5               49.5
8 Wisconsin        126         48.5               49.4
```

Additional Considerations and Data Limitations

This dataset introduces several inconsistencies to the model which will be addressed here. First, the inconsistent number of polls conducted within each state creates uncertainty in the accuracy of the data. Primarity, New Mexico was only polled 10 times in the time frame provided.

Weighting and Averaging data admits a certian level of subjectivity into the data as the methods by which the data is adjusted is largely statistically insignificant. I chose to adjust by sample size and weight with and average thorugh EWMA as these were methods used by 538.