

THE POWER OF CLIMATES OF OPINION

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The Influence of Published Polls on Voters' Expectations and Voting Intentions in the 2005 German Bundestag Election Campaign: Evidence from a Rolling Cross-Section Survey

Thorsten Faas,
Christian Mackenrodt,
Rüdiger Schmitt-Beck

University of Duisburg-Essen

E-Mail: christian.mackenrodt@uni-due.de

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- III Polls and Voters' Perceptions**
- IV Polls and Voting Intentions**
- V Conclusion**

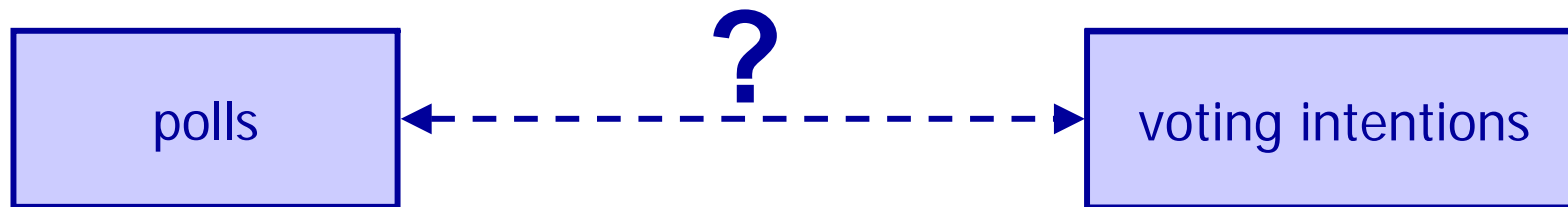
Introduction



- 42 published polls within the last seven weeks before the federal election 2005 by the five major institutes (ifd-Allensbach, Forsa, FGW, Infratest dimap, Emnid)
- Horse-race journalism relies heavily on polls
- Polls are getting more and more attention, but also more and more criticised

Do polls matter ?

Introduction



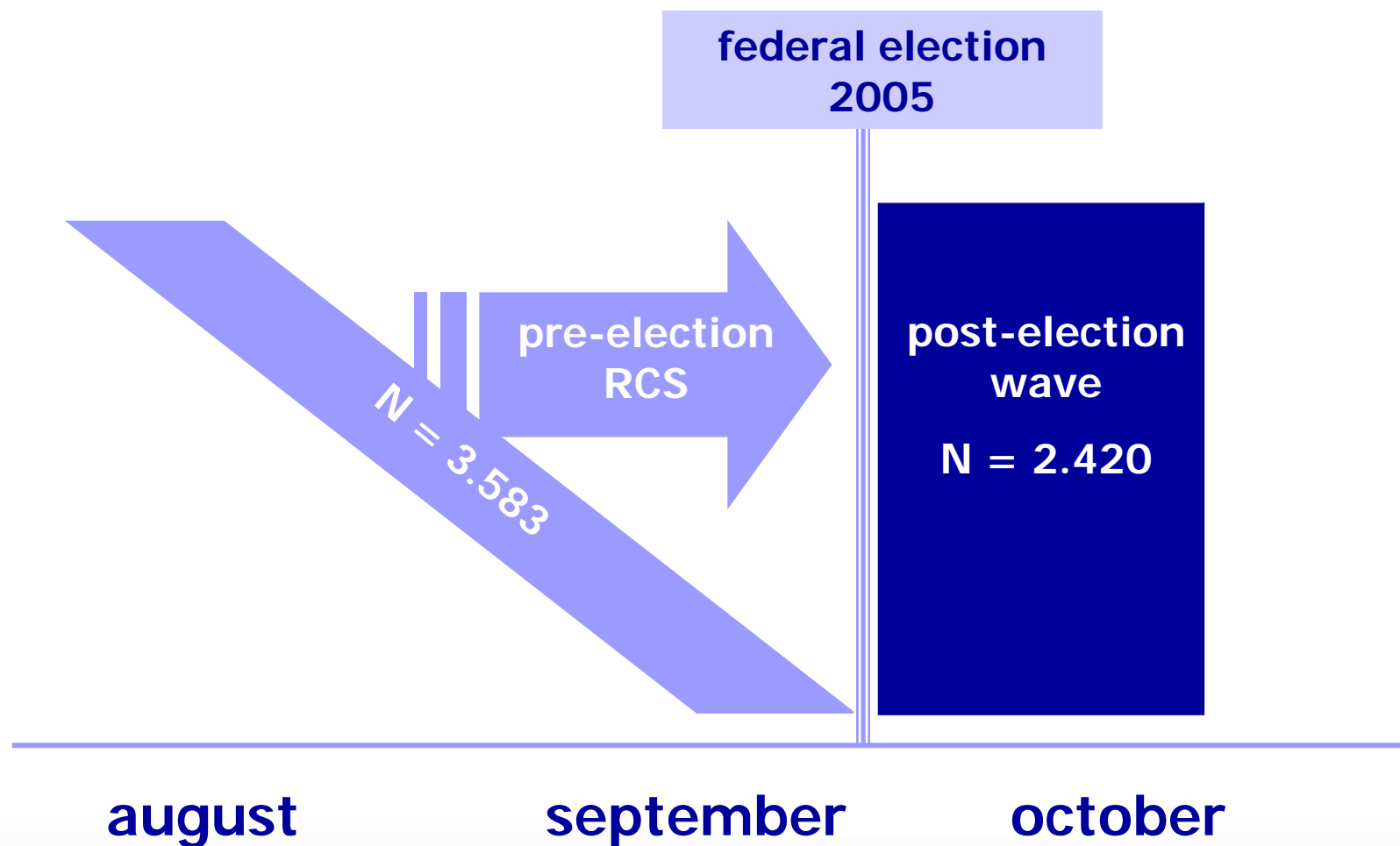
Introduction



- effects of published polls on voters' perceptions?
- effects of published polls on voting intentions?
- „bandwagon-effect“?
- „underdog-effect“?
- „momentum“?
- ...

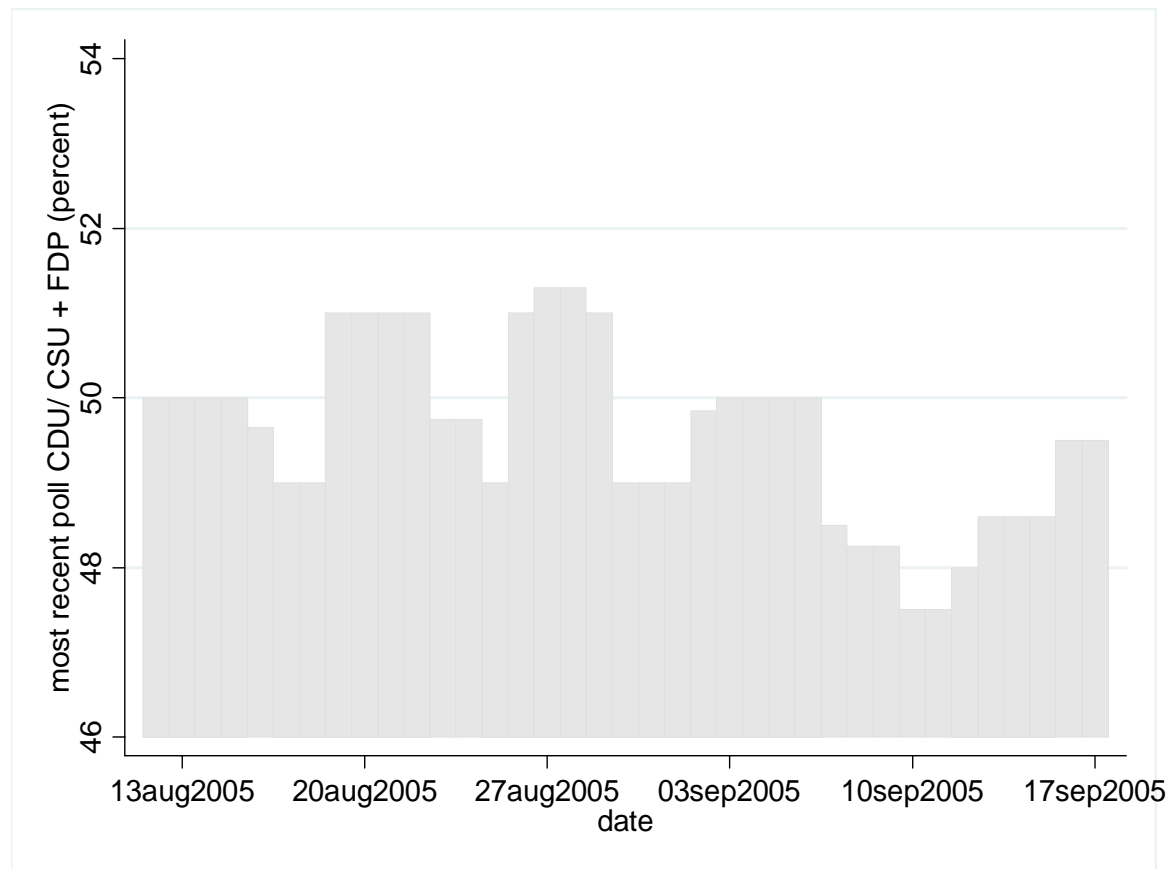
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Data: Rolling Cross Section-Survey

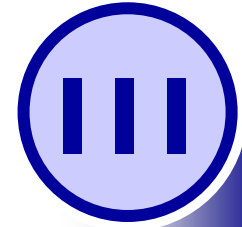


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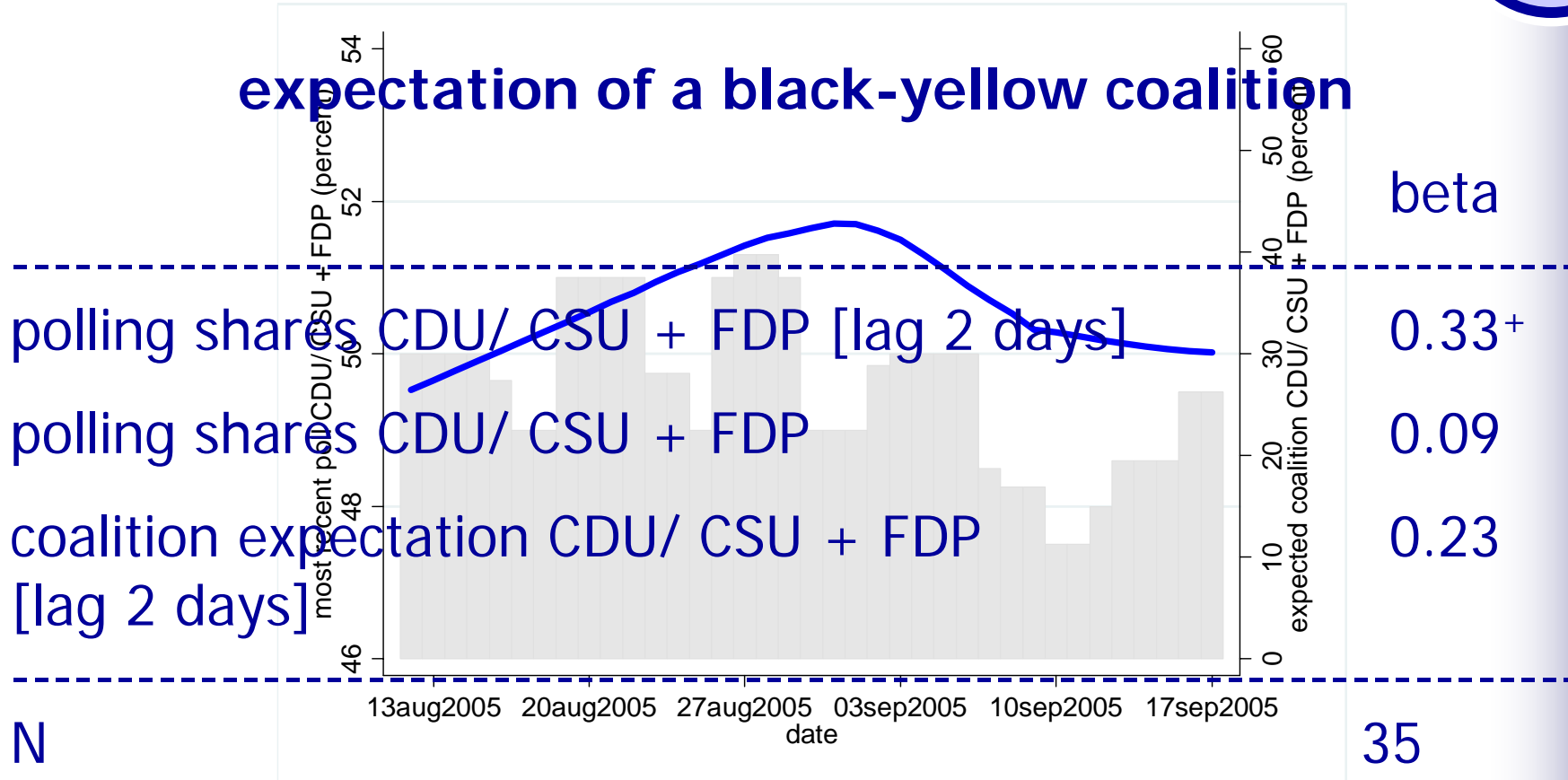
Voters' Perceptions: Coalition Expectations



Voters' Perceptions: Coalition Expectations



expectation of a black-yellow coalition



beta

polling shares CDU/CSU + FDP [lag 2 days]

0.33⁺

polling shares CDU/CSU + FDP

0.09

coalition expectation CDU/CSU + FDP
[lag 2 days]

0.23

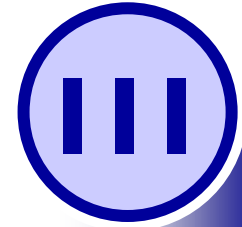
N

35

CDU/CSU + FDP

***p < 0.001; **p < 0.01; *p < 0.05; +p < 0.10

Voters' Perceptions: Coalition Expectations



expectation of a black-yellow coalition

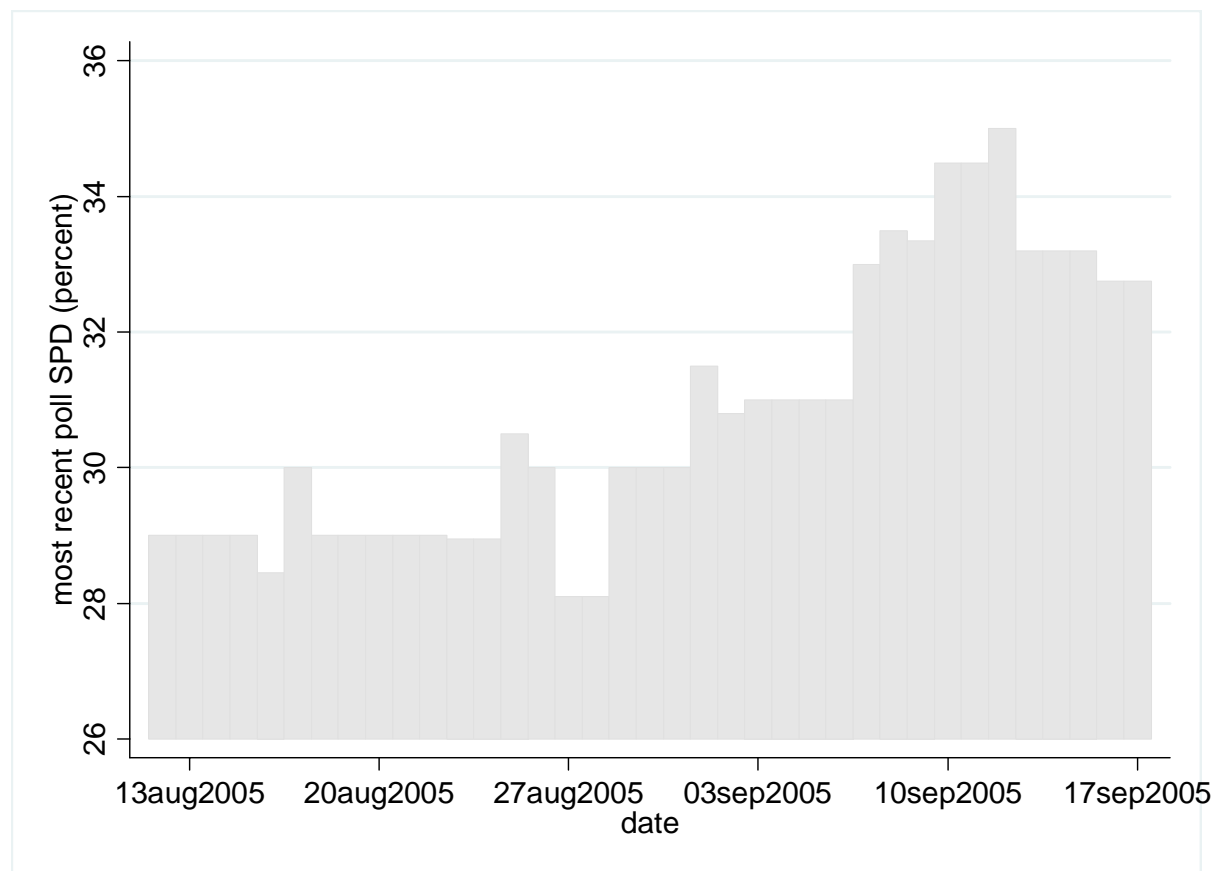
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N	35

***p < 0.001; **p<0.01; *p<0.05; +p<0.10

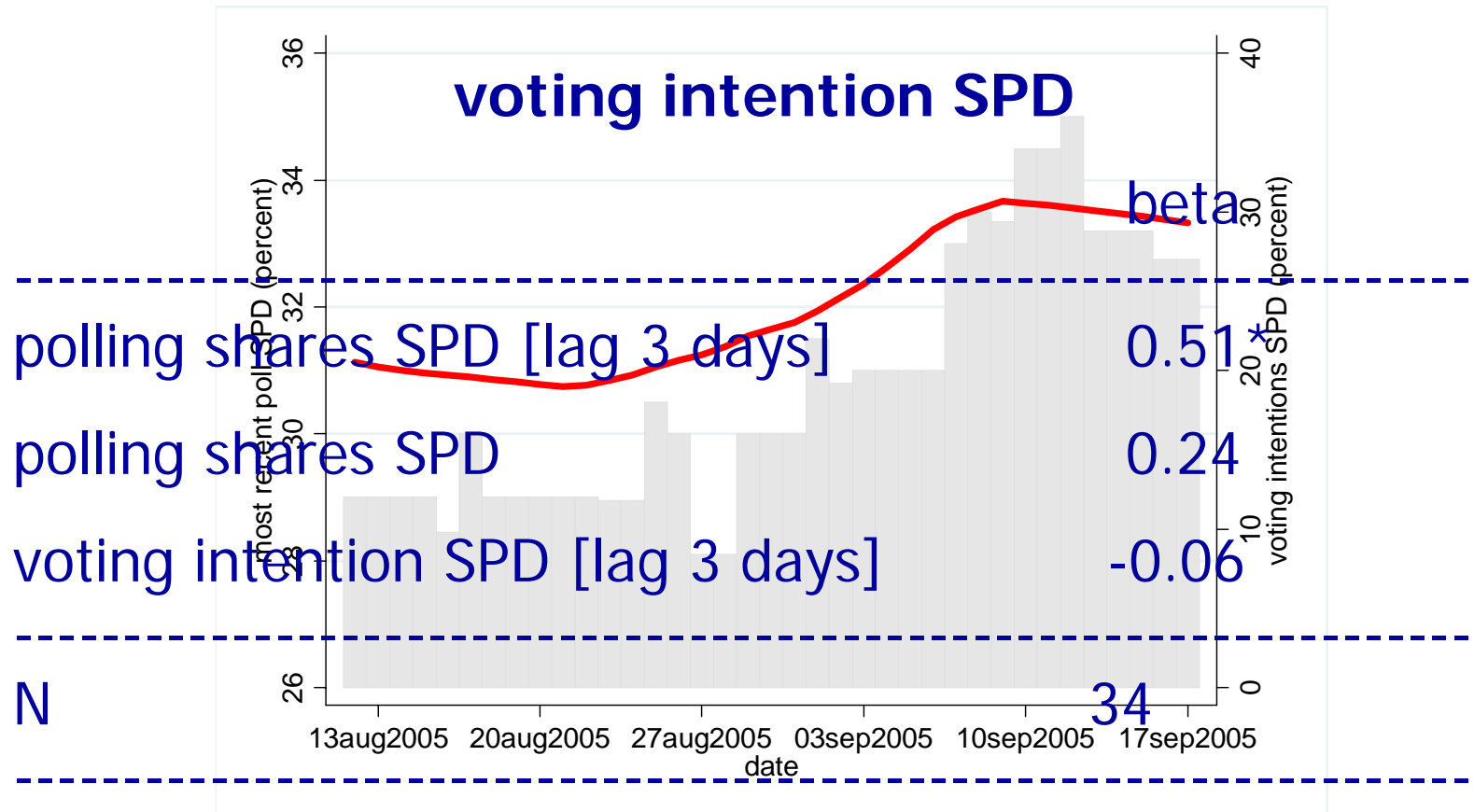
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Voting Intentions: The SPD Momentum

IV



Voting Intentions: The SPD Momentum



Voting Intentions: The SPD Momentum

IV

voting intention SPD

	beta
polling shares SPD [lag 3 days]	0.51*
polling shares SPD	0.24
voting intention SPD [lag 3 days]	-0.06
N	34

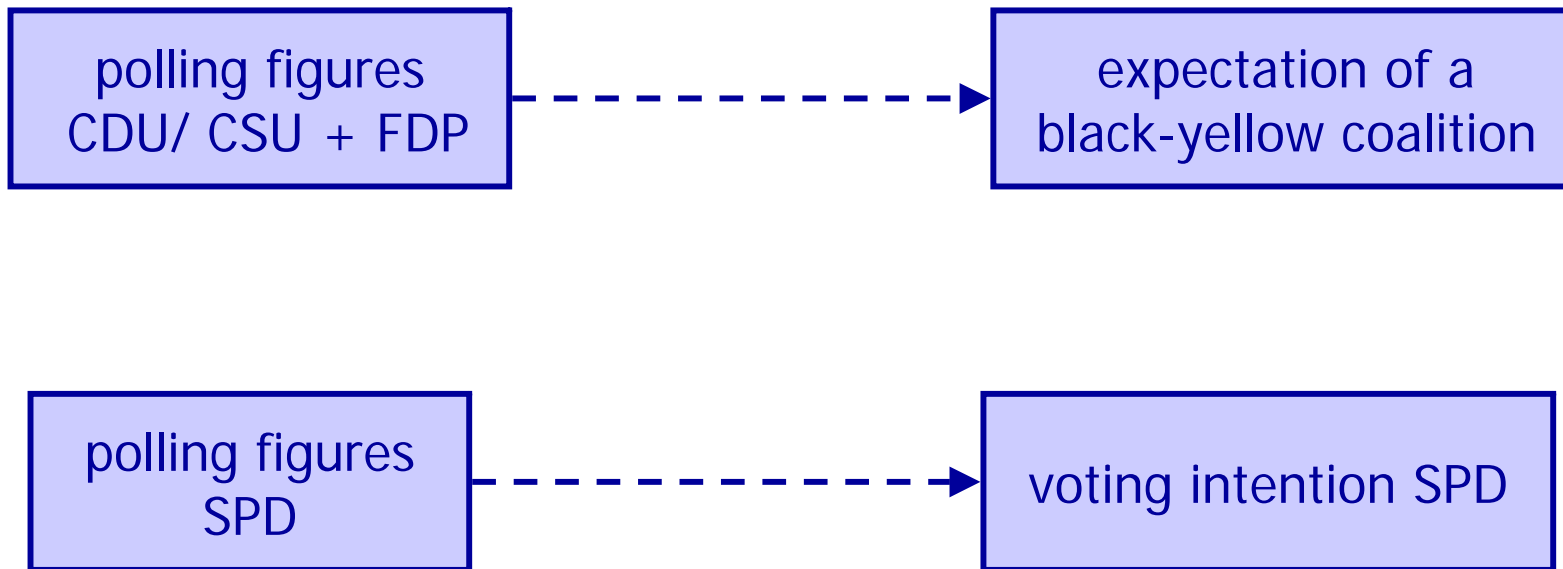
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Conclusion

V

- Individual-level analyses (N=3.583) confirm findings of aggregate-level analyses



THANK YOU FOR YOUR ATTENTION

Thorsten Faas,
Christian Mackenrodt,
Rüdiger Schmitt-Beck

University Duisburg-Essen

E-Mail: christian.mackenrodt@uni-due.de