Polling the Subconscious
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• What we did
• Why we did it
• What we found
• Why it matters
What we did
WHO PARTICIPATED?

- 60 People | 20 Born USA
- Ages 19-68 | Even split + - 30 yrs
- 60/40 split Male/Female
- 60/40 split White/Non-white

Party Affiliation:
- Liberal/Democrat: 55%
- Conservative/Republican: 12%
- Independent: 10%
- Third Party Affiliation: 12%

Voting Intent:
- Clinton: 67%
- Trump: 17%
- Third Party: 8%
- Undecided: 5%
- Abstain: 3%
Why we did it
1. Insults
2. Lies
3. Emotions
4. ‘isms
5. -Phobias
6. Biases
1. DRAG TO SELECT DEBATE MOMENT

2. CLICK TO SELECT DEMOGRAPHIC GROUP

3. HOVER TO EXPLORE AUDIENCE SUBCONSCIOUS RESPONSE

www.politics.andyourbrain.com/debate
What we found
Nate Silver’s Missing Dataset
Late-deciding voters went strongly for Trump, especially in the Midwest. That's why more undecideds means more uncertainty.

The exit poll did not provide a breakout of voters who decided in the last week in Colorado or Arizona, because the sample size was too small.

SOURCE: NATIONAL EXIT POLL
Late-deciding voters went strongly for Trump, especially in the Midwest. That’s why more undecideds means more uncertainty.

<table>
<thead>
<tr>
<th>State</th>
<th>Clinton</th>
<th>Trump</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wisconsin</td>
<td>30%</td>
<td>69%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>31%</td>
<td>63%</td>
</tr>
<tr>
<td>Utah</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Iowa</td>
<td>34%</td>
<td>66%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>37%</td>
<td>63%</td>
</tr>
<tr>
<td>Florida</td>
<td>38%</td>
<td>62%</td>
</tr>
<tr>
<td>Maine</td>
<td>33%</td>
<td>67%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>37%</td>
<td>63%</td>
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<tr>
<td>Michigan</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>41%</td>
<td>59%</td>
</tr>
<tr>
<td>Ohio</td>
<td>43%</td>
<td>57%</td>
</tr>
<tr>
<td>Virginia</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>Nevada</td>
<td>45%</td>
<td>55%</td>
</tr>
<tr>
<td>Georgia</td>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

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Source: National Exit Poll
High Persuasion Moments Heavily Favour Trump Later in Debate
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“We cannot take 4 more years of Barack Obama and that’s what you get when you get her”
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“We cannot take 4 more years of Barack Obama and that’s what you get when you get her”
Why it matters
Your survey-based methods must be augmented by non-conscious measurement.
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No excuses.
(2) Live events are opportunities to talk to ‘the other side’ and break the echo chamber.
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(3) Recency is powerful. How you end is how you’ll be remembered.
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End as you mean to go on.
(4) Empower people to understand their biases.
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Our future depends on it.
Thank you.