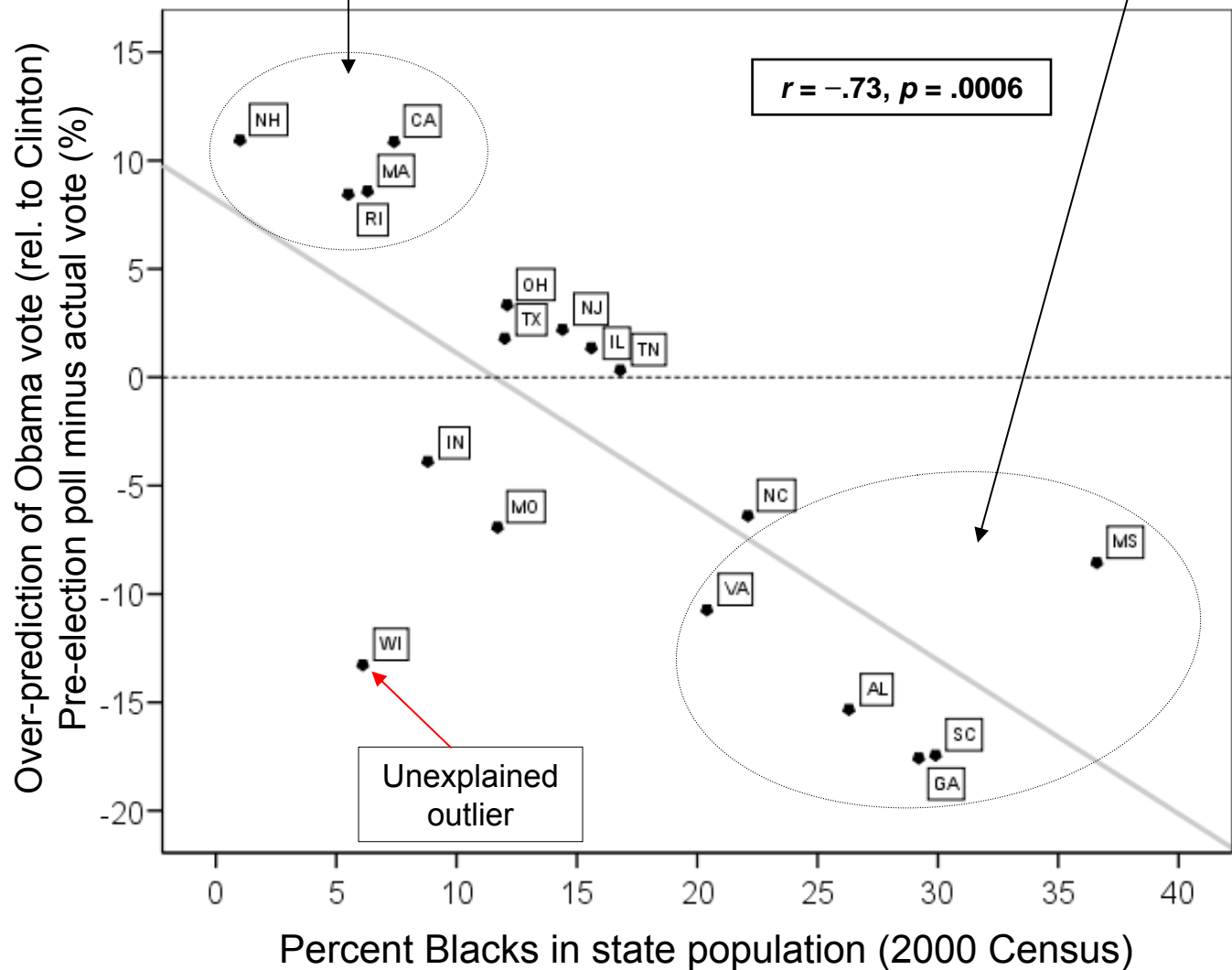


The “Bradley Effect”: (overestimation of Black candidate’s vote) apparently limited to states with relatively low Black population

“Reverse” Bradley Effect: Polls in states with high Black population underestimated Obama’s vote



This chart includes 18 states that had (a) extensive pre-primary polling and (b) “open” primaries. It excludes 5 other states (AZ, CT, MD, NY, PA) with “closed” primaries in which only registered Democrats could vote. Candidate vote differences in 9 of these 18 states deviated greatly ($\geq 8\%$) from pre-election poll estimates

Pre-election poll estimates were averages of 3 or more polls conducted in the week preceding each primary (sources: pollster.com and realclearpolitics.com)

Address questions to:
 Anthony G. Greenwald
 Dept. of Psychology
 University of Washington
 agg@u.washington.edu

Results as of 9:00 am, PST, 7 May 08