



Artificial Intelligence-powered data for optimized targeting and insights

Success Cases in predictive analytics and electorate modeling applied to pre-election polling

San Salvador

Mayor Election, March 1st 2015

Pre-election context



Candidate Edwin Zamora was considered the second runner during the campaign for the San Salvador Mayor post.

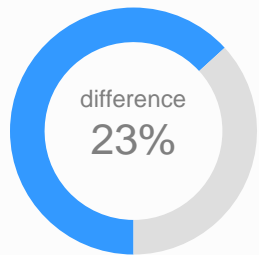


Candidate Nayib Bukele was the favorite contender for the San Salvador Mayor post, and virtual winner according to all of the pollsters.

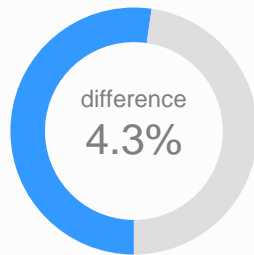
The Results

Predictvia was the only company that forecasted the election's outcome with (almost absolute) precision.

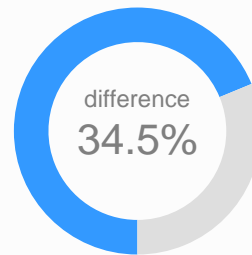
■ Candidate Nayib Bukele ■ Candidate Edwin Zamora



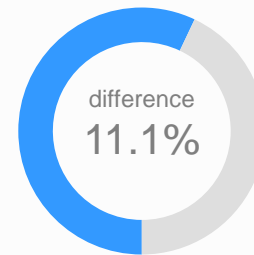
CID-Gallup, 01/22



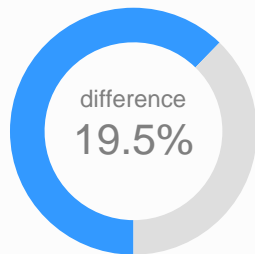
Predictvia, 01/26



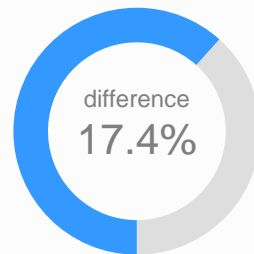
Universidad Tecnológica de San Salvador (UTEC), 01/27



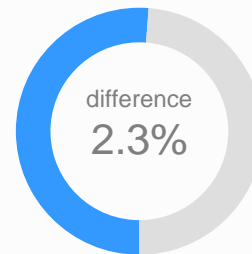
La Prensa Gráfica (LPG Datos), 02/05



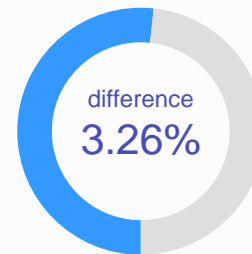
Instituto Universitario de Opinión Pública, 02/11



Universidad Francisco Gavidia, 02/12



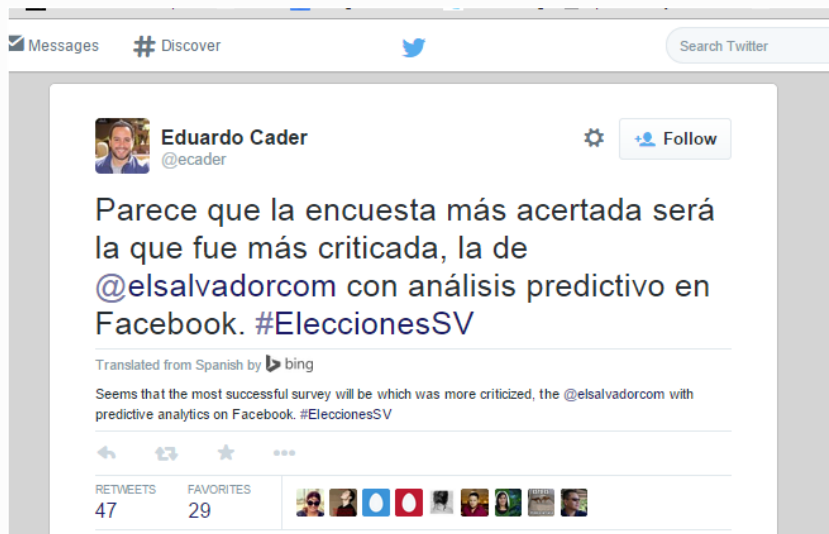
Predictvia, 02/12



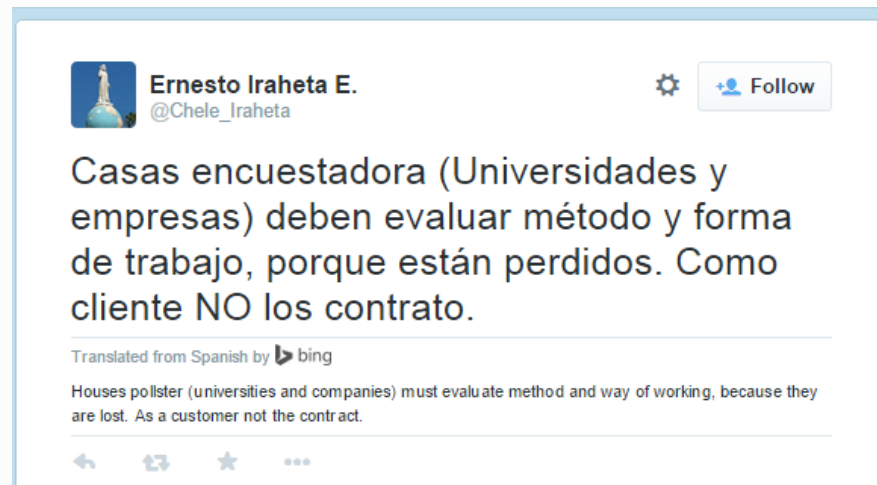
Elections Results: 03/01

Some public reactions

(elsalvadorcom published the results of our research; hence the references)



“It seems like the most accurate poll was the most criticized one, the one from @elsalvadorcom using predictive analytics in Facebook. #EleccionesSV”



“Pollsters (companies and universities) must review their methods and procedures, because they’re lost. As a client I would NOT hire them.”

Mexico

Governor and Mayor elections*, June 7th 2015

*Elections were for governors, mayors and both national and state level congress representatives, but our work focused only at the mayor and governor levels

Pre-election context

We set to measure the electorate vote intention in 2 states (Sonora and Michoacán) and 2 counties (Mérida and Los Cabos). This is a description of these elections by the Sunlight Foundation, “a nonpartisan nonprofit that advocates for open government globally and uses technology to make government more accountable to all”.



Scandals

“Mexican politics have been embroiled in political scandal in recent months, for reasons including President Peña’s unsavory relationship with government contractors and the mass abduction and murder of 43 teaching students.”



Violence

“Seven electoral candidates were killed throughout the campaign period, and the violence caused another 20 to drop out of the race. Ballots were destroyed by protesters in multiple cities and regions.”



Bribery

“Mexican voters have been inundated by handouts from political parties that come with strings attached.”

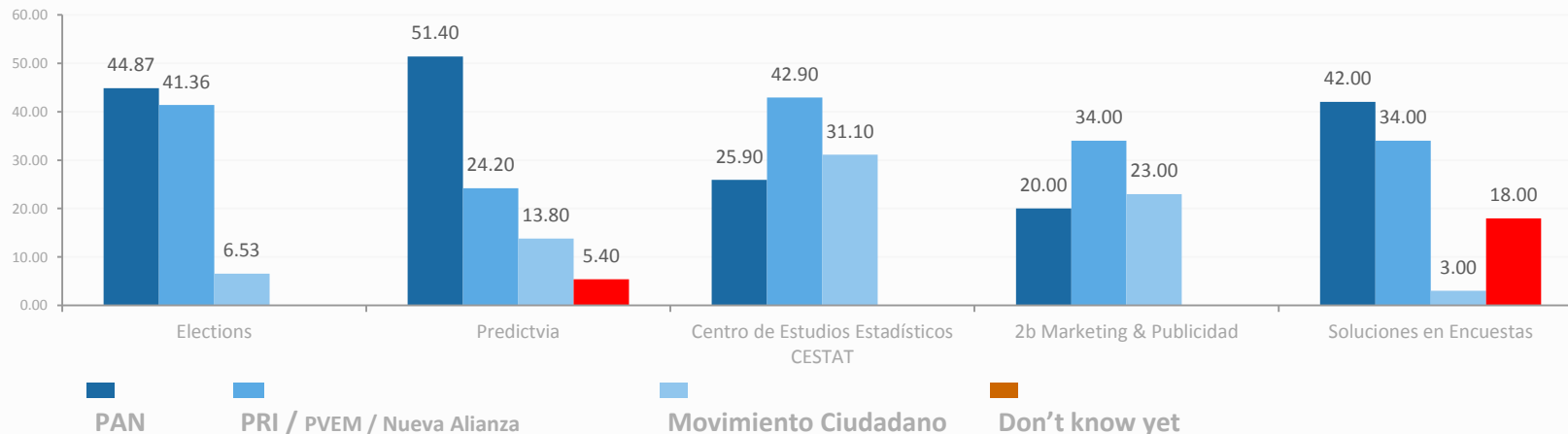


Fraud

“Finally, as in previous elections, allegations of voter fraud, including vote buying, were widespread.”

Mérida

Predictvia's methodology correctly projected the direction of the voting in this Mexican county (Elections held on June 7, 2015).

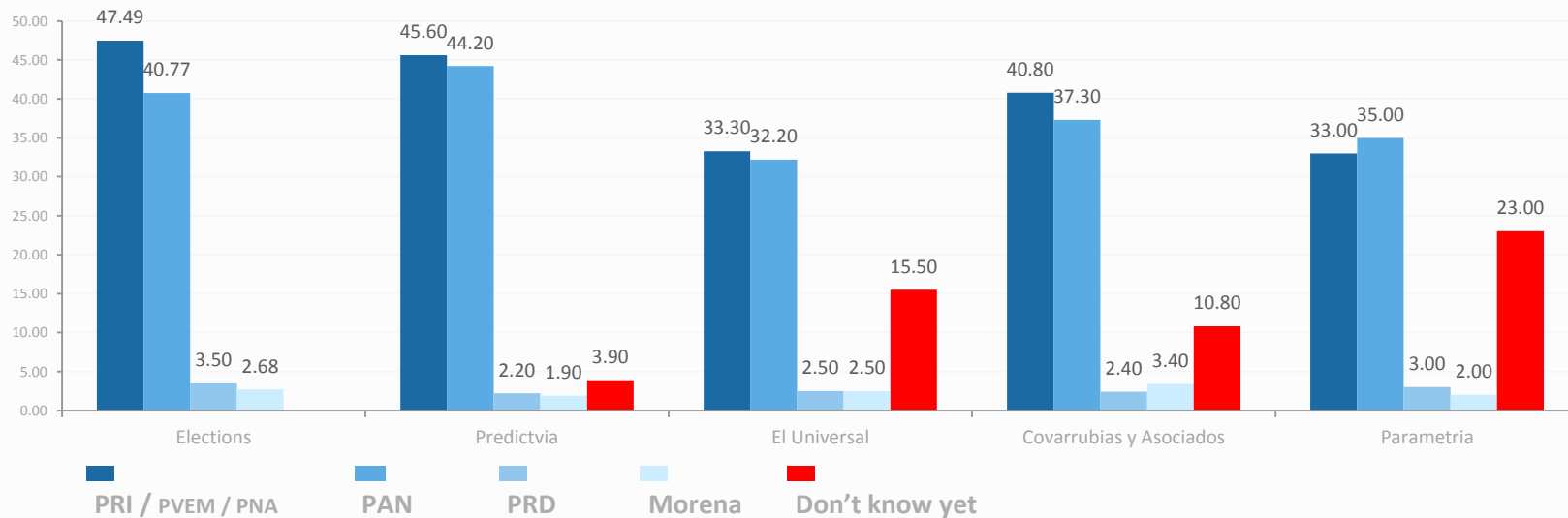


Predictvia vs other companies:

Most pollsters were projecting a PRI win, whereas Predictvia's methods were depicting a clear preference of the electorate towards PAN: In the end, PAN won the election. "Soluciones en Encuestas" projections were accurate but, due to the high proportion of "undecided" voters in their sample, such accuracy was really a product of non-controlled randomness.

Sonora

Predictvia's methodology was the most accurate here (state level, elections held on June 7, 2015)

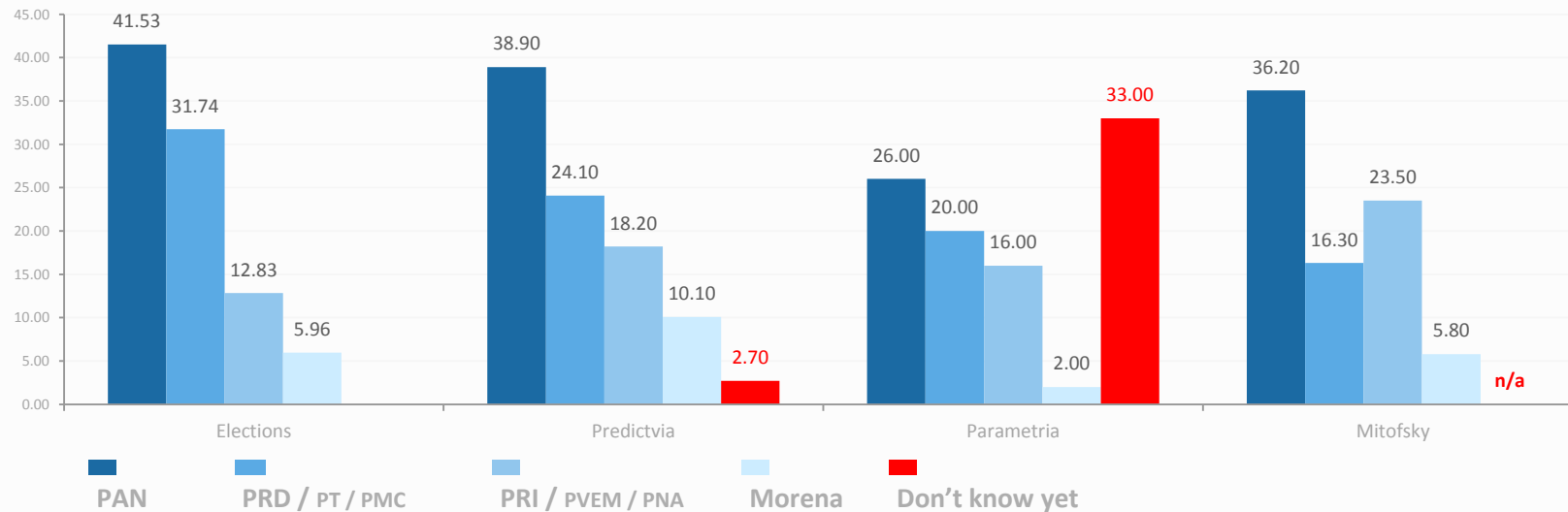


Predictvia vs other companies:

As usual, our predictive methods determined a sample with a minimum group of “undecided” voters; within that context, Predictvia was the most accurate company at projecting the results.

Los Cabos

Predictvia's methodology was the most accurate here (state level, elections held on June 7, 2015)

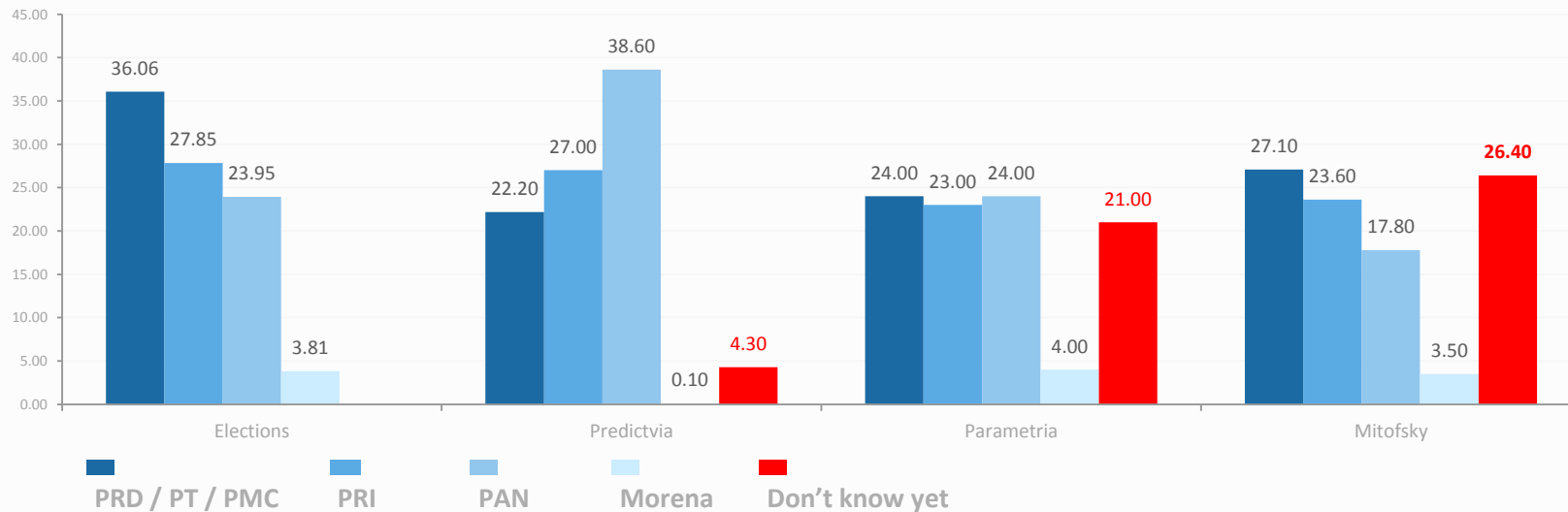


Predictvia vs other companies:

Even though the gap between the second runner and the third runner was wider than we projected, still our projections were the closest to the elections' results.

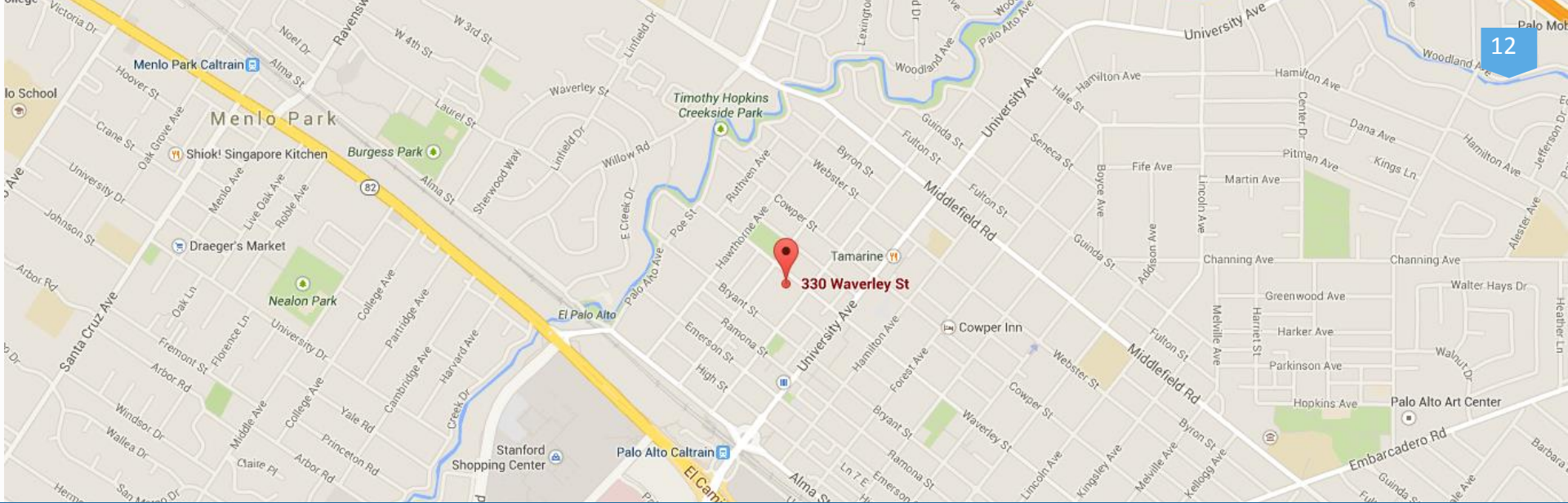
Michoacán

Our sample in this state, didn't work (elections held on June 7, 2015)



Predictvia vs other companies:

Our projections showed a direction that didn't occur on the reality of the actual election.



Get in Touch

We want to hear from you

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