

(Forecast & Result of the 2012 Presidential Election By Gallup Korea)

▶ Survey outline

1. Respondent : General public aged 19+ (nationwide)
2. Sample size : 2,000
3. Sampling frame : Mobile phone RDD + Landline RDD
4. Interview method : Telephone interview by interviewers
5. Survey Period : December 19, 2012
6. Margin of error : $\pm 2.2\%$ (95% confidence level)
7. Response rate : 48%

Gallup Korea correctly forecasted Park Geun-hye to be elected

Before 6 PM, the closing time of the vote, Gallup Korea announced its forecast on the result of the 18th presidential election on December 19, 2012.

Gallup Korea's forecast was '**Park Geun-hye 50.2%, Moon Jae-in 49.4% and Others 0.4%**' which means Park, candidate of the ruling Saenuri Party was ahead of Moon of the opposition Democratic United Party within the margin of error.

Being based on the 2,000 telephone interviews conducted on the election day, the forecasting figure was finally calculated by re-analyzing the non-responses discriminantly and applying the estimated voter turnout of 75%.

	Park Geun-hye	Moon Jae-in	Other candidates
Gallup-Korea's Forecast	50.2%	49.4%	Kang JW 0.2% Kim SJ 0.2%
Election Result	51.6%	48.0%	Kang JW 0.2% Kim SJ 0.2% Kim SY 0.1%
Difference	-1.4% point	+1.4% point	

Margin of error: $\pm 2.2\%$ (95% c.i.)

Since Gallup Korea published its election forecast in 1987 for the first time in the Korean election poll history, it has maintained the best records in election forecast through 13th, 14th and 15th presidential election.

The distinctive characteristic of Gallup Korea's forecast in this time was it solely utilized the carefully designed telephone interviewing system being different from the gigantic exit poll done by the coalition of major TV broadcasting companies.

Especially Gallup Korea has been operating **<Gallup-Korea Daily Political Index>** by mobile phone RDD sampling frame since January in this year and has been publishing the popularity of candidates and parties, approval rating for the president and other various socio-economic issues to the public. **<Gallup-Korea Daily Political Index>** has been the most reliable guide for the political flow of public opinion through the whole year.

Who voted for which candidate?

Observed by the Gallup-Korea's survey result, the demographical characteristics of voting pattern are as follows:

By Gender Park received more female vote, while Moon had more male vote.

By Age Generational confrontation was more obvious than ever.

While Park received only 30% from 20's~30's, she had overwhelming support from 50's(64.1%) and 60's & older(74.7%)

Moon received the highest support from 30's(71.1%) and also ahead of Park in 40's, however, couldn't make up for the loss in 50's and over.

By Occupation Except White collar and Student, Park had the lead in all occupation groups.

By Origin of hometown Honam origin supported Moon (82.1%)

Daegu/Gyeongbuk origin supported Park (72.4%)

Park took the lead in all groups except Honam and Seoul origin

	Sample size	Park Geun-hye	Moon Jae-in	Others	Total
Total	(2000)	50.2	49.4	0.4	100.0
Gender					
Male	(1002)	47.9	51.6	0.5	100.0
Female	(998)	52.3	47.4	0.2	100.0
Age					
19~29	(289)	32.5	66.7	0.8	100.0
30~39	(390)	28.3	71.1	0.7	100.0
40~49	(459)	43.4	56.4	0.2	100.0
50~59	(428)	64.1	35.6	0.3	100.0
60+	(433)	74.7	25.2	0.3	100.0
Region					
Seoul	(412)	45.5	54.2	0.2	100.0
Incheon/Gyeonggi	(570)	48.1	51.4	0.5	100.0
Gangwon	(62)	61.9	38.1	0.0	100.0
Daejeon/Chungcheong	(203)	51.0	48.8	0.2	100.0
Gwangju/Jeolla	(205)	12.3	87.2	0.5	100.0
Daegu/Gyeongbuk	(207)	83.5	15.6	0.9	100.0
Busan/Ulsan/Gyeongnam	(317)	58.5	41.3	0.2	100.0
Jeju	(23)	-	-	-	100.0
Occupation					
Agriculture & fishery	(63)	63.0	36.3	0.7	100.0
Self employed	(299)	56.5	43.2	0.3	100.0
Blue collar	(191)	51.9	47.7	0.4	100.0
White collar	(593)	35.4	64.2	0.5	100.0
Housewife	(512)	61.0	38.9	0.1	100.0
Student	(150)	30.1	68.4	1.5	100.0
Unemployed/Other	(192)	65.9	33.9	0.2	100.0
Origin of Hometown					
Seoul	(118)	45.6	53.9	0.5	100.0
Incheon/Gyeonggi	(173)	57.2	42.5	0.3	100.0
Gangwon	(100)	55.3	44.7	0.0	100.0
Daejeon/Chungcheong	(345)	56.9	42.4	0.6	100.0
Gwangju/Jeolla	(457)	17.7	82.1	0.2	100.0
Daegu/Gyeongbuk	(333)	72.4	27.0	0.6	100.0
Busan/Ulsan/Gyeongnam	(310)	57.7	42.1	0.2	100.0
Jeju	(28)	57.5	42.5	-	100.0
North Korea/Other	(135)	59.6	40.1	0.3	100.0
Supporting Party					
Saenuri	(804)	96.6	3.4	0.0	100.0
Democratic United	(734)	4.8	95.1	0.0	100.0
None	(419)	44.7	54.0	1.3	100.0

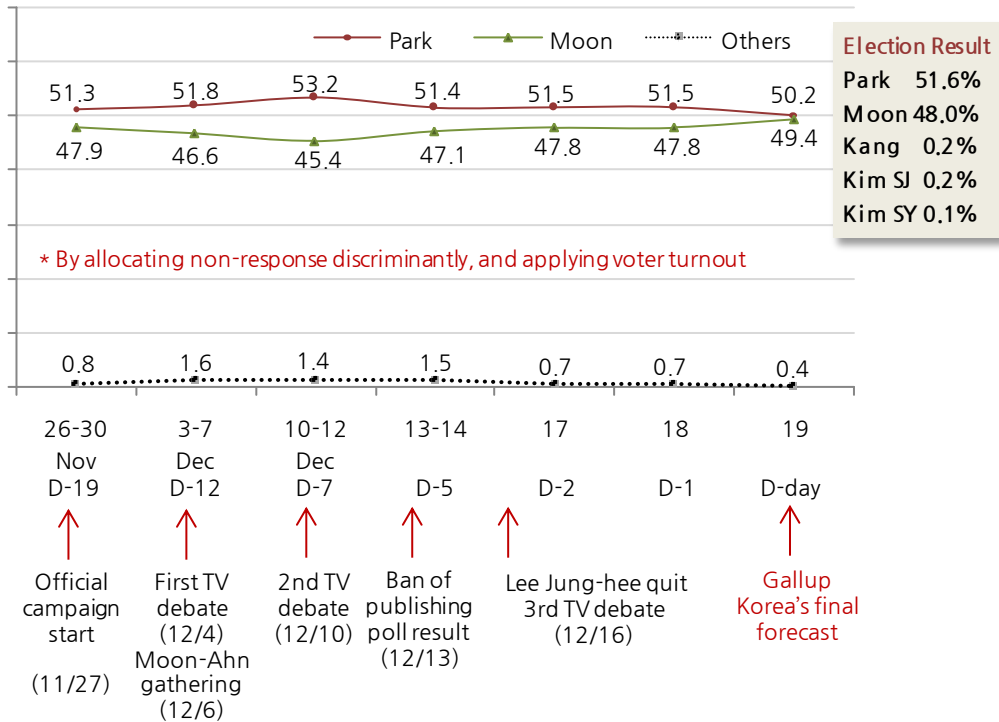
Who was the most popular during the campaign period?

During the campaign period, there were many incidents and issues such as the resignation of the strong candidate Ahn Cheol-soo, gathering of Moon & Ahn, resignation of candidate Lee Jung-Hee, and the alleged intervention of the National Intelligence Service, etc.

However, it seems that those issues were not so effective so as to change the flow of public opinion.

Park continued to take the lead in the whole official campaign period.

• Forecasted Rate of Vote to be earned (%) (Appendix 1)



• Candidates' Approval Rating trend (including non-response) (%)

	26~30 Nov	3~7 Dec	10~12 Dec	13~14 Dec	17 Dec	18 Dec	19 Dec
Park G.H.	45.1	46.3	47.0	45.9	46.4	46.7	43.9
Moon J.I.	42.6	41.6	41.6	43.1	44.5	44.6	45.4
Others	0.9	1.6	1.4	1.5	0.8	0.7	0.4
Don't Know /Refused	11.6	10.5	10.0	9.4	8.4	7.9	10.3

Appendix 1)

Forecasted rate of vote shown in the graph is the result with the predicted allocation of non-response.

Based on the respondent's socio-demographical characteristics, the voting tendency of the DK/Refused was calculated by Discriminant Analysis.

How accurate were the forecasts?

Other than Gallup Korea (mobile phone RDD+landline RDD by telephone interviewer), the coalition of 3 major TVs (exit poll), YTN (mobile phone panel), JTBC (mobile phone RDD+landline RDD by ARS) and 'Oh My News' (mobile phone RDD by ARS) published their forecasting of the 18th presidential election right before the closing time of the vote.

The forecasted figures for each survey are as follows;

Research Company (Sponsor)	Sampling frame Interview method Sample size Margin of error(95% c.i.)	Park Geun-hye	Moon Jae-in	Other candidates
		Election Result (51.6%)	Election Result (48.0%)	Election Result (0.55%)
Gallup Korea (Own project)	Mobile RDD+Landline RDD By telephone interviewer 2,000 ±2.2%	50.2%	49.4%	0.4%
Media Research Korea Research TNS (Coalition of 3 major TVs)	Exit Poll Ballot method 86,000 ±0.8%	50.1%	48.9%	1.0%
Hankook Research (YTN)	Panel Mobile phone interview 5,000 ±1.4%	46.1~49.9% (48.0%)	49.7 ~ 53.5% (51.6%)	(0.4%)
RealMeter (JTBC)	Mobile RDD+Landline RDD ARS 5,000 ±1.4%	49.6%	49.4%	1.0%
Research View (Oh My News)	Mobile phone RDD ARS 8,600 ±1.1%	48.0%	50.4%	0.6%

Gallup Korea's forecasts in the past presidential election

Since 1987 when the direct presidential election was reinstated, there have been six presidential elections and the Gallup Korea's forecasts have been continuously successful with only 1.8% points deviation in terms of winning candidates in average.

· 13th presidential election (1987)

	Roh T.W.	Kim Y.S.	Kim D.J.	Kim J.P.	Others
Gallup's Forecast	35.3%	28.4%	27.5%	8.3%	0.5%
Election Result	36.6%	28.0%	27.1%	8.1%	0.2%
Difference	1.3% point	0.4% point	0.4% point	0.2% point	0.3% point

· 14th presidential election (1992)

	Kim Y.S.	Kim D.J.	Chung J.Y.	Park C.J.	Others
Gallup's Forecast	39.5%	31.1%	15.7%	12.4%	1.2%
Election Result	42.0%	33.8%	16.3%	6.4%	1.5%
Difference	2.5% point	2.7% point	0.6% point	6.0% point	1.3% point

· 15th presidential election (1997)

	Kim D.J.	Lee H.C.	Lee I.J.	Others
Gallup's Forecast	39.9%	38.9%	19.7%	1.5%
Election Result	40.3%	38.7%	19.2%	1.8%
Difference	0.4% point	0.2% point	0.5% point	0.3% point

· 16th presidential election (2002)

	Roh M.H.	Lee H.C.	Kwon Y.K.	Others
Gallup's Forecast	46.2%	48.5%	4.9%	0.3%
Election Result	48.9%	46.6%	3.9%	0.6%
Difference	2.7% point	1.9% point	1.0% point	0.3% point

· 17th presidential election (2007)

	Lee M.B.	Chung D.Y.	Lee H.C.	Moon K.H.	Others
Gallup's Forecast	51.3%	25.1%	13.5%	6.1%	4.0%
Election Result	48.7%	26.1%	15.1%	5.8%	4.3%
Difference	2.6% point	1.0% point	1.6% point	0.3% point	0.3% point

· 18th presidential election (2012)

	Park G.H.	Moon J.I.	Others
Gallup's Forecast	50.2%	49.4%	0.4%
Election Result	51.6%	48.0%	0.5%
Difference	1.4% point	1.4% point	-