

Politica e sondaggi

Come, quando e perché le campagne elettorali si sono professionalizzate

Fulvio Venturino

Università di Cagliari

Il primo dibattito Kennedy-Nixon

26 settembre 1960



Il primo dibattito Kennedy-Nixon

Due atteggiamenti molto differenti



L'elezione presidenziale del 1960

Un esito combattuto

WEATHER
Light rain tonight, low 33. Cloudy and bracing today Thursday.

The Valley Independent

Serving the Mid-Monongahela Valley Area

KENNEDY
John Fitzgerald Kennedy is the new U.S. President. He was elected from immigrants who settled in city shown. Read about him on Page 3 today.

59th Year—No. 155
★ ★
MENSHEN — CHALKER — DONORA, PA.
WEDNESDAY, NOVEMBER 9, 1960
Twenty-four Pages
Seven Cents

KENNEDY BEATS NIXON IN REAL PHOTO-FINISH

\$40,000 Loan Is 'Assured'

Monaca City Council last night was informed in a letter from Chester Knowles, regional administrator of the Housing and Home Finance Agency, that the city will not be required to repay the \$40,000 federal grant for the proposed Leona Hillside improvement project until construction of the project begins.

The city, through City Clerk Gerald David and Director of Accounts and Finance Louis Manderson, had requested such an assurance regarding the payment of the \$40,000 to Westmoreland Engineering Co., Monaca, for engineering services the firm has already completed in connection with the project.

Vote Today

After the letter was read last night, Manderson requested that action on the \$40,000 assurance be delayed until he has "a chance to study the matter further." Council approved 13-0 tonight unanimously. There was no other comment on the matter.

At the last meeting of Council on Oct. 26, Manderson, during a verbal clash with Mayor Hugh J. Parnes over the recreational grant, said he was not opposed to paying the bill if the \$40,000 would give some assurance that it would not recall the loan "to anyone, in six months, next year or some other time when the city was not able to repay it."

Manderson has claimed 13-0 there were "some irregularities" in the handling of negotiations for the loan and placed the blame on Parnes. The latter, on the other hand, has claimed that negotiations were conducted in accordance with federal regulations.

Letter Released

In the letter of assurance, Knowles stated:

"In our letter of September 27, 1960 we, in effect, gave the City of Monaca the assurance it has requested. However, to be more specific, we said the loan in this case to be clearly in compliance with the terms and conditions of the agreement entered into between the Government and



Democrats Hold Domination in Westmoreland

Kennedy Tops FDR In State

By LOVER E. ROCHELLE
PITTSBURGH (UPI) — Pennsylvania registered in the Democratic presidential bid Tuesday after a long absence by giving its 22 electoral votes to John F. Kennedy by a margin bigger than any by Franklin D. Roosevelt in 1956.

The victory was sparked by a whopping 270,000 majority as Philadelphia, the state's largest city, which tipped a slim early lead statewide by Vice President Richard M. Nixon and enabled Kennedy to stay in the lead over President Dwight D. Eisenhower.

Candidate returns from 4,893 of the state's 884 precincts gave: Kennedy 2,065,942; Nixon 2,302,841.

The last time a Democratic presidential candidate carried the Keystone State was in 1924, when a Roosevelt defeated Thomas E. Dewey by 364,428 votes in his fourth term drive.

Carried 12 Counties

The Kennedy-Johnson ticket carried only 12 of the state's 67 counties, but its power was concentrated in the big metropolitan and industrial sections, and the two popular areas opened across the state didn't have a chance to turn the tide.

More than 1,200,000 Pennsylvania, or about 82 per cent of those registered went to the polls to set a new voting record at a presidential election. The previous high was 4,275,275 votes cast in 1960.

Kennedy won over the 2,300,000 votes for Roosevelt in 1956.

Richard M. Nixon, the Democratic presidential candidate up to the 1960 election.

The Kennedy side carried along the Democratic candidates for the three statewide offices, all state — and one general, state treasurer and Superior Court, that opened a brief FDR reprieve at the local level.

Congress Casualty

The makeup of the state's 36-member congressional delegation, was a watershed about the First Process in the Fourth Ward.



Democrats Come Up With Another FDR

By LYLE C. WILSON
WASHINGTON (UPI) — The Democrats have come up with another break-away runner in the image of their all-time American, FDR!

Sen. John F. Kennedy can be president in the Roosevelt tradition. Not only did he take the big states in the big states with their great classes of electoral votes.

Kennedy also blazed another trail for the Democrats in the big states with their great classes of electoral votes. He won the big states with their great classes of electoral votes.

Massachusetts Democratic leaders were happy today but they were still shaking their heads in wonderment about the First Process in the Fourth Ward.

California Puts Senator Over Top; Popular Vote Is Closest Since 1888

By RAYMOND LAER
WASHINGTON (UPI) — John Fitzgerald Kennedy in a suspenseful photo-finish beat Richard M. Nixon today to become the first Roman Catholic, the youngest man, and the first son of the Twentieth Century to be elected president of the United States.

The 43-year-old Democratic senator from Massachusetts clinched victory shortly after 9 a.m. (EST) by capturing the crucial 32 electoral votes in Nixon's home state of California. He took California by beating the vice president in his own home county of Los Angeles.

Kennedy had gone into the lead early Tuesday evening, but during the night and today's small hours' uncertainty in California and a few other states had kept the final outcome in doubt.

With victory in California, Kennedy had won 296 electoral votes, 30 more than the magic majority. He was leading in two states with 38 electoral votes.

Nixon's statement was read by his press secretary, Herbert Gold.

"I want to repeat through this wire congratulations and best wishes I extended to you on television last night. I know that you have asked support of all Americans as you and this nation in the cause of peace and freedom during the last four years. Signed, Richard Nixon."

Nixon also said Nixon would serve the hotel at noon to catch the plane to New York.

See NIXON—Page 1

Nixon Concedes; Congratulates John Kennedy

WASHINGTON (UPI) — Vice President Richard M. Nixon today conceded victory to Sen. John F. Kennedy on the basis of returns from his home state of California.

The losing candidate was an early "wring up the situation" after virtually conceding the presidential election to Kennedy just before midnight.

President Eisenhower announced earlier in Washington that he was preparing to send his congratulations to Kennedy.

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See NIXON—Page 1

Vote Tabulation

A complete official tabulation of vote count in the Massachusetts Valley voted in presidential election. General Election can be found today on Page 10.

At the moment California's electoral total would have the big vote for Kennedy, the senator had pulled in 220 net popular votes compared to 203,000 for Nixon. He had only 36.9 per cent of the popular vote, the smallest percentage margin since 1936.

In the final hours before Kennedy's victory became assured, when he broke from a five-hour lull today that he definitely had been elected president of the United States, but he withheld any victory statement until his opponents conceded.

Kennedy Awakes, Finds Himself New President

SPRINGFIELD, Mass. (UPI) — Sen. John F. Kennedy awakened the constant bird chirping in his bedroom today that he definitely had been elected president of the United States, but he withheld any victory statement until his opponents conceded.

Religion Issue Is Relegated To Junk Heap

WASHINGTON (UPI) — One of the chief axioms of American politics was relegated to history's junk heap today.

John Fitzgerald Kennedy proved that a Roman Catholic can be elected president of the United States.

He did it with a bare-brother victory in which his religion faith clearly had a significant impact on American voting patterns.

Political analysts will be going through the presidential election returns for weeks to come in an effort to determine whether the religious issue helped Kennedy more than it hurt him — vice versa.

But even a cursory study of the returns reveals strong pro-seismic evidence of religious "bias voting" in many areas and on both sides.

Of the 11 states which have more than 30 per cent Catholics in their population, Kennedy carried eight — New York, New Jersey, Pennsylvania, Connecticut, Massachusetts, Rhode Island, Louisiana and Hawaii.

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L'evoluzione delle campagne elettorali

- **CAMPAGNE PRE-MODERNE:** brevi, basate su leader, candidati e attivisti
- **CAMPAGNE MODERNE:** lunghe, basate sull'impiego occasionale di specialisti e di sondaggi
- **CAMPAGNE POST-MODERNE:** permanenti, basate sull'impiego sistematico di specialisti e di sondaggi

Cos'è un sondaggio?

- Una raccolta di dati di livello individuale
- Si fa uso di interviste uguali per tutti gli intervistati
- C'è un contatto (più o meno) diretto fra intervistato e rilevatore
- Vengono usate tecniche di campionamento
- Viene prodotta una matrice-dati
- Ai dati raccolti vengono applicate tecniche di analisi di tipo statistico

La matrice-dati: un esempio

1: n_quest 1 Visible: 70 of 70 Variables

	n_quest	v_1.1	v_1.2	v_1.3	v_1.4	v_1.5	v_1.6	v_1.7	v_1.8	v_2.1.1	v_2.1.2	v_2.2.1	v_2.2.2	v_2.3.1	v_2.3.2	v_2.4	v_2.5	v_2.6	v_2.7	v_3.1	v_3.
1	1	1	1	3	25	4	3	2	1	4	4	2	3	2	2	8	3	3	3	3	
2	2	2	2	1	21	3	1	1	1	3	9	2	3	3	2	8	3	4	4	4	3
3	3	2	2	2	22	5	4	1	1	3	4	3	3	2	1	6	3	2	3	4	
4	4	2	1	1	21	88	88	1	1	4	2	4	1	2	2	8	3	3	3	2	
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17	17	2	1	1	23	2	2	1	1	3	9	2	3	1	1	6	2	3	2	3	
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28	28	2	2	1	23	3	2	1	3	3	9	2	3	3	1	7	2	3	3	2	
29	29	2	1	1	22	3	2	1	1	3	3	3	3	3	2	7	2	3	3	3	

Data View Variable View


Modalità di somministrazione dei questionari

- Faccia a faccia
- Telefonica
- Postale
- Websurvey

Poll e survey


- POLL: brevi e semplici, soprattutto con intenti commerciali
- SURVEY: lunghi e complessi, soprattutto a scopi di ricerca

Il mercato dei sondaggi



Governo italiano
Presidenza del Consiglio dei Ministri

Ministero dell'Interno
Dipartimento per l'Informazione e l'Editoria



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Elenco Sondaggi

Area ricerca

Autore Contiene

Committente Contiene

Data Realizzazione Da Data Realizzazione A

Titolo

Lista Sondaggi Politico Elettorali | Risultati

Data Inserimento (Z-A)	Realizzatore	Committente	Titolo
13/02/2019	IndexResearch	Piazza Pulita	Piazza Pulita Sondaggi
13/02/2019	tecnè srl	RTI	I flussi elettorali in Abruzzo
12/02/2019	Sondaggi Bidimedia	Sondaggi Bidimedia	Elezioni Politiche, Europee e Primarie PD - Febbraio 2019
12/02/2019	SWG spa	La7	intenzioni di voto
12/02/2019	tecnè srl	Forza Italia - Berlusconi	Scenari politici ed economici
09/02/2019	Demos&Pi e Demetr	La Repubblica	Mappa Fiducia Paesi stranieri
07/02/2019	EMG Acqua	Rai spa	Osservatorio Emg
06/02/2019	Ipsos srl	Ipsos srl	Lo scenario politico in Emilia Romagna - issues, giudizio sull'amministrazione, governo
06/02/2019	Ipsos srl	Ipsos srl	Lo scenario politico a Milano - giudizio sull'amministrazione e intenzioni di voto alle Europee
06/02/2019	Ipsos srl	Corriere della Sera	Lo scenario politico - L'operato del Governo
05/02/2019	tecnè srl	RTI	scenari politici ed economici
05/02/2019	Eumetra MR s.r.l.	Eumetra MR s.r.l.	Venezuela
05/02/2019	SWG spa	La7	intenzioni di voto

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Guardando avanti

- **CATI:** Computer Assisted Telephone Interview
- **CAMI:** Computer Assisted Mobile Interview
- **CAWI:** Computer Assisted Web Interview
- **BIG DATA:** dati derivati dal web