1014-Z1-940   **Joseph Evan*** (`jmevan@kings.edu`), Department of Mathematics, King's College, Wilkes-Barre, PA 18711, and **Daniel Ghezzi**. *Picking the President.*

One of the most significant developments in our culture is the prevalence of public opinion research. In today's society, it is common for us to be bombarded with the results of polls and surveys. Media place a larger and larger emphasis on polls in their analysis and reporting of news and events. Of course, a recent example of this is the U.S. presidential election of 2004. Countless media outlets conducted polls prior to the election in attempting to foresee the eventual outcome.

In this talk, we will tackle the question of how one might interpret this data. In particular, one can examine the poll results in ways that increase the probability of correctly predicting the outcome of an election. In fact, one of the presenters applied these methods prior to the November 2004 election, and predicted the exact electoral college outcome, and even the exact margins of victory in some of the most closely contested states. We will explain this strategy in the talk. (Received September 26, 2005)