Comparative study of survey polls and actual result of Parliament election – 2014 in India

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ABSTRACT: *Parliament election of India got its own importance in the world. India is not just a strong country but has very strong parliament system and the only country to have 130 crore people and 89 crore voters. People of India are not just interested about politics even media houses and survey agencies and different social science and political science experts come forward to know about election, political parties, campaigns, voters behavior etc. People who are interested about politics are so much interested in opinion-poll and exit-poll conducted by media houses. But because of the failure of surveys during 2004, 2009 and 2014 parliament election it seems people lost interest in these polls. So this study trays to analyze the survey of 2014 parliament election. This study is done using Qualitative Data analyses method. Different surveys of 2014 parliament election are compared here. This study has the objective to know about the accuracy of the polls about election and voters, campaigns and the effect of polls on political parties.*

Key Words: *Elections, Opinion Poll, Exit Poll, Voter, Campaign, Party, Politics, Predictions, Survey.*

I. Introduction

India is a proud country having biggest parliament in the world. India got freedom in 1947 from British and in 1950 on the bases of constitution the republic and parliament system came into existence. Independent India conducted its first parliament election in 1952 under Election Commission. Till today 16 parliament elections are over and 17th election is scheduled in May 2019.

Election is considered as a fair or utsava. Nearly 90 crore registered voters are waiting for 17th parliament election to decide their future government, Prime minister and Lokasabha members. In between the media houses and survey agencies are collecting opinion of people. The survey done by them will predict the future Prime minister and government before election. This type of prediction is called Election survey. It means the media houses and survey agencies collect information from voters about future government and expectations from that government etc at the end the agencies give survey report.

1. Opinion-poll
2. Exit-poll

Opinion-poll: The survey which is conducted before election by voters about their opinion of coming election, future Prime Minister, future government is called Opinion-poll. Before 20th century American media started collecting opinions from people about presidential election that is who will be the next President of America. This opinion poll most of the time failed to give exact data about the final results of the election.

Exit-poll: on election day the information is collected by survey method from voters for whom they casted their vote and predicting the result is called exit-poll. Like opinion-poll exit-poll also sometimes predict correct result and sometimes failed to predict near results also.

Now at the door step of 2019 election different media are busy in collecting opinion from voters about parliament election with the help of survey agencies. So this is the right time to analyze and study about the accuracy of these surveys.

II. Literature Review

Nikhil Rampal (2019) writes in an article in "India Today" magazine, sometimes media may fail to predict about election results and opinion polls. Media predicted near results in 1998 and 1999 parliament election. But in the next election opinion polls did not match with actual results, this might be because of too many parties in India.

Trupthinath and R.Satyamurthi (1999) said in an article titled "Polling Pandiths or Pantars", that there is a lack of skill and knowledge of social science scholars and journalists those who conduct election survey in India. Media and survey agencies fail to have good statistical model. Because of this the election result and the opinion polls have big difference, he opinioned.

Sanjakumar and Praveenrai (2003) said in an article titled "Majoring voting behavior in India", that Indian survey agency and media institutions have lack of basic facilities like money, experts and time. Because of this scarcity they fail to predict the result of the election during opinion poll. After 2004 parliament election almost all surveys failed in predicting the result but still agencies and media institutions are not ready to give reasons about their failed surveys.

PrashantMahratta (2017) writes special article in "Times of India" newspaper that includes 2014 parliament election and upto 2017 the elections of Tamilnadu, Bihar, Assam, Kerala, West Bengal, different media and survey agencies published exit-polls complete report. The article said,Chanakya survey agency published very nearer report about 2014 parliament election of Assam and West Bengal compared to other media and survey agencies.

Praveen Rai (2014) suggested 4 reasons for accurate opinion polls in his research article titled "Status of Opinion Poll". India is socially, geographically and culturally differs. During election time party leaders election agreements, other party competition and differences in the same party has its impact but not considering it during survey of opinion polls, he opinioned.

Johan Hill (2014): in his article titled "In India National Election, don't trust the polls", discussed many reasons about why Indian parliament election surveys are not accurate. Indian voters cast their vote on different criteria's so it is difficult study about their mood. One needs lot of money and man power to go to each and every once house study their voting behavior, their problems etc. Because of all these reasons we cannot trust opinion polls, he opinioned.

III. Methodology:

In this study the primary data is collected from different electronic and print media's opinion polls and exit polls news which was broadcasted during 2014 parliament general election time. These survey polls data have been selected as a sample to be analyzed through quantitative content analysis.

Different media's and research institutions conducted survey about country's different parliament general election, and in this study we analyzed the final report of the institutions. The variables for the study are opinion polls, exit polls and the final result Parliament election 2014.

Objectives:

1. To know about the accuracyof opinion polls and exit polls predictions.
2. To know about the opinion polls and exit polls survey's impact on voters.
3. To know about opinion polls impact on election campaigns.

IV. Data Analysis

Table No 1

Table No 1, Information of electors and Voters in Parliament general election 2014				
S.No	**Particular**	**Electors**	**Voters**	**Voting Percentage**
1	Male	43,70,51,538	29,32,36,779	67.09
2	Female	39,70,49,941	26,05,65,022	65.63
	Total	83,41,01,479	55,38,01,801	66.40

16th parliament election held from April 7 to May 12 in 2014 for 543 seats in 9 stages under the Election Commission of India. The Election Commission of India has conducted the election in a successive, peaceful manner and at the pre-decided date only.

Table – 01refers that there were 43,70,51,538male, 29,32,36,779 female voters were their and total of 83,41,01,479 registered voters were their around the country. In that about 29,32,36,779male voters (67.09%) and 26,05,65,022 female voters(65.63%) casted their vote. The voting as done the 9 stages and 66.40% casted their vote in the country as per data.

Table No 2

Table -2 List of Opinion polls of Parliament General Election – 2014				
S.No.	**Organization**	**UPA**	**NDA**	**Other**
1	CNN-IBN – Lokniti – CSDS.	111–123	234–246	174–198

2	India TV – CVoter _ Times Now	101	227	215
3	ABP News – Nielsen	92	236	215
4	NDTV – Hansa Research	128	230	185

Table – 02 refers the survey of a Opinion polls by different media institutions and research agencies. According to CNN-IBN – Lokniti – CSDS survey UPA government 111-123 seats, NDA 234-246 seats and other parties 174-198 seats may win. Prediction.

According to India TV – CVoter -Times Now survey prediction UPA101 seats, NDA 227 seats and other parties may win 215 seats.

According to ABP News – Nielsen UPA 92 seats, NDA 236 seats and other parties may win 215 seats. According to NDTV –Hansa Research UPA 128 seats, NDA 230 seats and other parties may win 185 seats.

Table No 3

Table No 3, List of Vote Share of different parties in opinion poll of Parliament general election 2014.				
S.No	Organisation/Agency	UPA	NDA	Other
1	India Today-CVoter	23	34	43
2	ABP News-Nielsen	20	46	35
3	CNN-IBN-Lokniti-CSDS	36	28	32
4	NDTV- Hansa Research	25.6	34.5	39.9

Table – 03 refers List of Vote Share of different parties in opinion poll of Parliament general election 2014 by top media institutions.

India Today-CVoter said UPA gets 20%, NDA gets 46% and other parties get 35% votes.ABP News-Nielsensaid UPA gets 36%, NDA gets 28% and other parties get 32% votes.CNN-IBN-Lokniti-CSDSsaid UPA gets 23%, NDA gets 34% and other parties get 43% votes. NDTV- HansaResearchsaid UPA gets 25.6%, NDA gets 34.5% and other parties get 39.9% votes.

Table No - 4

Table No - 4 , Exit poll of Parliament General Election – 2014				
S.No.	**Organization**	**UPA**	**NDA**	**Other**
1	CNN-IBN – Lokniti	97	276	148
2	India Today – Cicero	115	272	156
3	News 24 – Chanakya	70	340	133
4	Times Now – ORG	148	249	146
5	ABP News – Nielsen	97	274	165
6	India TV – Cvoter	101	289	148
7	NDTV – Hansa Research	103	279	161

Table – 04 refers the survey of Exit poll of Parliament General Election – 2014 by different media.According to CNN-IBN – Lokniti UPA 97 seats, NDA 276 seats, other parties 18 seats. And according to India Today – Cicero survey UPA 115 seats, NDA 276 seats, other parties 156 seats. And according to News 24 – Chanakya information UPA 70 seats, NDA 340 seats, other parties may win 133 seats. And according to Times Now – ORG information UPA 148 seats, NDA 249 seats, other parties may win 146 seats. According to ABP News – Nielsen information UPA 97 seats, NDA 274 seats, other parties may win 165 seats

According to CNN-IBN – Lokniti India TV – Cvoter UPA 101 seats, NDA 289 seats, other parties 148 seats and According to NDTV – Hansa Research UPA 103 seats, NDA 279 seats, other parties 161 seats may win.

Table No 5

Table 5 Actual Result of Parliament Election – 2014 of India declared by Election commission.			
S.No	**Parties**	**Vote Share**	**Seats**
1	UPA	23%	60
2	NDA	38.5%	336
3	Others	37.5%	147

Table – 05 refers to the actual Result of Parliament Election – 2014 of India declared by Election commission. According to the result UPA won 60 seats with vote share of 23% and NDA won 336 seats with vote share of 38.5% and other parties won 147 seats with vote share of 37.5%.

V. Results and Conclusion

When we analyze all media house and survey agencies opinion poll results, it does not match with actual result at the end. When we consider all media house and survey agencies they given more seats to UPA during opinion poll and reduced during exit poll time.

CNN-IBN-Lokaniti-CSDN, India TV-CVoters-Times now, ABP News-Nielsen, NDTV-Hansa Research institutions they all reduced on an average 50 seats for UPA in their exit poll compared to opinion poll.

When we consider all media house and survey agencies seats for NDA during opinion poll and exit poll, they showed more seats at the time of exit-poll compared to opinion poll. NDA won 80-90% more seats compared to the exit-poll result of CNN-IBN-Lokaniti-CSDN, India TV-CVoters-Times now, ABP News-Nielsen and NDTV-Hansa Research institutions. So by this we can say that all media institutions and survey agencies failed in their survey about parliament election.

No result of parliament election matches with surveys conducted by media institutions and survey agencies. But News24-Chanakya Agency's exit-poll result is very near to the final result. The agency said in its exit-poll survey that UPA 70, NDA 340 and others will get 133 seats, the result was just 5-10 seats distance.

UPAgot 40 less seats in the election compared to exit-poll prediction of CNN-IBN-Lokaniti-CSDN, India TV-CVoters-Times now, ABP News-Nielsen and NDTV-Hansa Research institutions, India Today-Cisero agency.

NDAgot 60 more seats in the election compared to exit-poll prediction of CNN-IBN-Lokaniti-CSDN, India TV-CVoters-Times now, ABP News-Nielsen and NDTV-Hansa Research institutions, India Today-Cisero agency.

When we analyzed about 2014 parliament election the opinion-poll and exit-poll survey predictions were proved to be wrong.

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