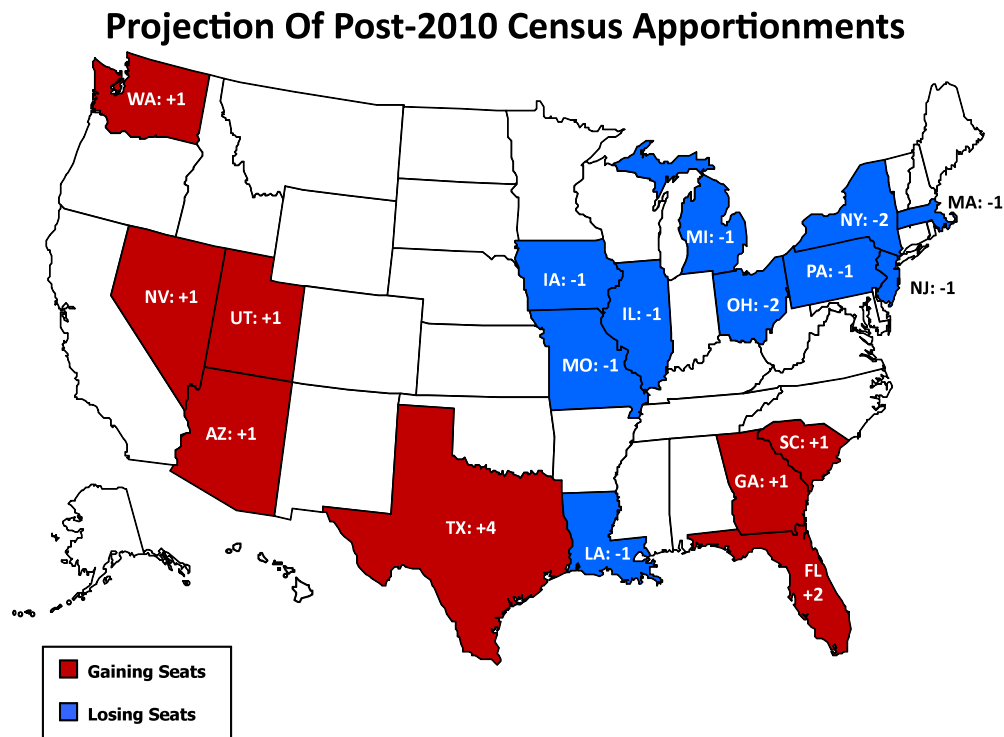


Polling News & Notes

Overlooked Recent Polling and Insights • October 7, 2010

Census Estimates Point to GOP Gains in Congressional Reapportionment: Last week, Election Data Services, in conjunction with the demographic research company ESRI, published [new estimates](#) of how the 2010 Census may change the American political landscape.

The Census Bureau's results that will be published in December will determine how many congressional seats—and therefore how many electoral votes—each state will have for the next decade. As of today, six states will gain a single seat: Arizona, Georgia, Nevada, South Carolina, and Washington, while Florida will gain two seats and Texas will add four. With the exception of Louisiana, all of the states losing seats are in the Northeast or the Midwest. Illinois, Iowa, Louisiana, Massachusetts, Missouri, New Jersey, and Pennsylvania will all lose a seat, while New York and Ohio will lose two.



The shift of House seats away from the Northeast and Midwest in favor of the South and the Southwest is likely to benefit Republicans. Not only is the GOP likely to control the redistricting mechanisms in states like Texas that are gaining the most seats, but Republican candidates will be helped at the presidential level. In the 2008 presidential election, Barack Obama won 365 electoral votes to John McCain's 173. If the same election were held on the post-2010 Census landscape, Obama would have won 359 and McCain 179—a gain of 6 electoral votes. Such a shift would have made little difference in a landslide electoral win like 2008, but if 2012 turns into a nail biter, population shifts may give the Republican nominee an important edge.