

## Press Kit

### The Official Presidential Mask Poll<sup>SM</sup>

#### Media Contact:

Karen Van Ert, Director of Brand Strategy

Phone: 262-901-2000 ext. 1109

Email: karen@buycostumes.com



#### About the Official Presidential Mask Poll<sup>SM</sup>

Since 2000, the BuyCostumes.com Official Presidential Mask Poll has predicted the outcome of the presidential election with 100% accuracy. For the \$0.99 price of a paper mask, participants in the BuyCostumes.com Presidential Mask Poll can help to determine the outcome of the presidential primaries and the general election. Through the sales of these masks, the company is tracking contenders for both the GOP nominee and the general election, featuring masks in the likeness of the following:

- Jon Huntsman
- Newt Gingrich
- Ron Paul
- Rick Perry
- Mitt Romney
- Rick Santorum
- Barack Obama

This trend was discovered with the 2000 election between George W. Bush and Al Gore. At that time, 57% of the total presidential masks sold were George Bush masks compared to 43% for Al Gore. In 2004, when John Kerry ran against incumbent George W. Bush, the margin narrowed, with Bush masks accounting for 53% of the total sales and Kerry's hitting 47%. Again, in 2008 an accurate prediction for the 44<sup>th</sup> President of the United States was delivered when Obama mask sales tipped the scales at 55%, in comparison to 45% for John McCain masks.

#### How the Poll is Tracked and Tabulated

Using a [web-based widget](#), the 2012 mask sales will be tabulated between January 1<sup>st</sup> and the official endorsement of the Republican presidential nominee. At the time that the GOP has chosen a nominee, the "votes" will be reset and tracked up to the general election.

For an interview on this topic, please send an email to our media contact directly.

## Fact Sheet

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### Quick Facts:

- The BuyCostumes.com Official Presidential Mask Poll<sup>SM</sup> began in 2000 when the company successfully predicted George Bush's victory based on the sales of George Bush and Al Gore latex masks
- Starting in 2008, the Official Presidential Mask Poll began tracking candidates during the primary and caucus process.
- During the '00 and '04 elections, BuyCostumes.com began the polling process (tracking candidate mask sales) only after the Republican and Democratic National Conventions, and then only for the party front runners
- During the primaries and caucuses, this year's masks will feature Barack Obama, Newt Gingrich, Mitt Romney, Ron Paul, Rick Perry, and Michele Bachman.
- All of the paper masks are sold for \$0.99 and are sold through BuyCostumes.com, the world's largest online retailer of costumes and accessories.

### New in 2012:

- Republican candidate vs. Obama tracking (via mask sales) during the republican primary/caucus season (beginning in January 2012 and leading up to the GOP nomination).
- Reset of votes upon GOP nominee announcement.
- Track and announce the votes on the BuyCostumes.com Facebook page
- Fans can submit photos of the masks on Facebook for a chance to be featured in the campaign picture section.

### Historical Results:

- **2008 General Election:** Barack Obama 55% John McCain 45%
- **2008 Democratic Presidential Nominee\*:** Barack Obama 50.38%, and Hillary Clinton 49.62%
- **2008 Republican Presidential Nominee:** John McCain 70%, all others 30%
- **2004 General Election:** George W. Bush, 53% and John Kerry, 47%
- **2000 General Election:** George W. Bush, 57% and Al Gore, 43%

*\*after all other candidates had removed themselves from the running.*