

Polling Organization	Which Measure of Accuracy?	Number of Competitions	Survey USA Better	Both Pollsters Comparable	Survey USA Worse	Com-petitor Mean Error	Survey USA Mean Error	Com-petitor Standard Deviation	Survey USA Standard Deviation
Mason-Dixon Polling & Research	Mosteller 3	203	67%	27%	6%	5.70	2.50	4.08	2.41
Rasmussen Reports	Mosteller 3	98	43%	48%	9%	3.88	2.56	2.28	1.51
Zogby International	Mosteller 3	86	56%	24%	20%	4.94	4.32	1.70	1.42
Research 2000	Mosteller 3	55	40%	44%	16%	5.31	4.82	3.38	2.42
Los Angeles Times	Mosteller 3	52	62%	33%	6%	8.01	5.09	4.92	2.40
Harris Poll / Harris Interactive	Mosteller 3	42	31%	38%	31%	3.42	2.94	2.93	1.48
Zogby Interactive	Mosteller 3	38	53%	32%	16%	2.47	1.65	0.84	0.31
Field Research Corporation	Mosteller 3	37	73%	19%	8%	6.62	4.40	4.30	5.26
Quinnipiac University	Mosteller 3	35	57%	34%	9%	3.68	1.06	2.86	1.36
American Research Group	Mosteller 3	31	55%	35%	10%	5.57	3.49	2.56	2.54
Polimetrix	Mosteller 3	31	35%	26%	39%	2.50	2.77	1.38	1.22
Strategic Vision	Mosteller 3	24	46%	42%	13%	4.50	3.23	3.95	3.93
Gallup Organization	Mosteller 3	23	43%	30%	26%	3.25	2.67	2.09	2.11
Public Policy Institute Of California	Mosteller 3	22	82%	9%	9%	8.35	3.81	4.71	4.12
Market Shares	Mosteller 3	18	94%	6%	0%	8.37	2.84	3.43	1.40
New York Times / CBS News	Mosteller 3	17	47%	41%	12%	5.45	3.89	2.98	2.52
Public Opinion Strategies	Mosteller 3	16	88%	13%	0%	6.51	2.92	3.45	1.55
Majority Watch	Mosteller 3	14	50%	29%	21%	3.64	2.05	2.41	1.09
Blum & Weprin Associates	Mosteller 3	13	69%	31%	0%	5.20	3.08	2.05	1.70
Keystone Poll	Mosteller 3	12	83%	17%	0%	8.54	3.25	3.68	1.18
Louisville Courier-Journal / Bluegrass Poll	Mosteller 3	12	83%	17%	0%	6.90	2.65	4.70	1.74
Mitchell Research	Mosteller 3	12	92%	8%	0%	8.31	3.34	4.61	2.63
Washington Post / ABC News	Mosteller 3	12	58%	17%	25%	4.29	2.72	2.51	1.99
CNN	Mosteller 3	11	73%	18%	9%	7.91	4.58	3.83	2.13
Epic/MRA	Mosteller 3	11	73%	18%	9%	5.39	3.44	1.72	2.41
Garin Hart Yang	Mosteller 3	11	64%	36%	0%	5.63	3.10	1.85	0.83
KRC Research and Consulting	Mosteller 3	11	73%	18%	9%	4.91	2.97	1.78	1.89
Arizona Republic	Mosteller 3	10	100%	0%	0%	9.30	4.96	1.84	0.33
Arizona State University	Mosteller 3	10	80%	20%	0%	7.68	3.14	4.24	1.59
Columbus Dispatch	Mosteller 3	10	40%	30%	30%	3.79	2.65	2.56	4.20
Opinion Research Associates	Mosteller 3	10	50%	20%	30%	5.34	3.09	5.35	1.29
Ciruli Associates	Mosteller 3	9	89%	11%	0%	6.23	1.98	2.65	1.22
InsiderAdvantage	Mosteller 3	9	67%	22%	11%	12.60	4.89	3.53	0.84
Marist Institute for Public Opinion	Mosteller 3	9	44%	44%	11%	6.32	0.61	1.53	0.52
Richard Day Research	Mosteller 3	9	78%	22%	0%	7.56	2.63	4.40	1.34
Consumer Logic	Mosteller 3	8	63%	25%	13%	8.63	4.33	5.12	3.15
Elway Research, Inc.	Mosteller 3	8	63%	38%	0%	6.13	2.65	2.45	1.83
Fleming and Associates	Mosteller 3	8	88%	13%	0%	7.05	5.40	0.82	0.49
New York Post	Mosteller 3	8	75%	13%	13%	6.88	3.63	2.42	2.31
Roanoke College	Mosteller 3	8	100%	0%	0%	7.23	2.71	2.24	1.60
Scripps Howard Data Center	Mosteller 3	8	88%	13%	0%	11.89	4.43	8.20	3.33
Selzer & Company	Mosteller 3	8	38%	25%	38%	4.62	4.36	2.70	3.98
University Of Cincinnati	Mosteller 3	8	25%	25%	50%	2.38	3.16	2.39	2.46
Fairbank, Maslin & Maullin	Mosteller 3	7	100%	0%	0%	6.57	3.10	3.43	2.95
Opinion Dynamics	Mosteller 3	7	86%	14%	0%	5.07	2.07	2.35	0.84
Rutgers University	Mosteller 3	7	86%	14%	0%	7.53	2.72	2.81	1.07
Schroth, Eldon & Associates	Mosteller 3	7	86%	0%	14%	5.34	2.89	2.59	1.70
ABC News (w/o Washington Post)	Mosteller 3	6	33%	33%	33%	3.18	2.76	2.84	1.14
Datmar, Inc.	Mosteller 3	6	50%	50%	0%	2.93	2.04	0.83	0.45
Davis & Hibbits	Mosteller 3	6	83%	0%	17%	6.64	3.54	3.80	1.84
Gonzales Research & Marketing Strategies	Mosteller 3	6	83%	17%	0%	6.16	3.10	3.87	3.03
Houston Chronicle	Mosteller 3	6	50%	33%	17%	5.17	4.25	1.97	2.56
Knowledge Networks (Intersurvey)	Mosteller 3	6	50%	0%	50%	3.07	2.57	2.00	1.32
NBC News	Mosteller 3	6	17%	67%	17%	5.67	4.90	2.60	2.48
Potomac Research	Mosteller 3	6	50%	33%	17%	5.08	3.08	2.19	3.07
Princeton Survey / Pew Research	Mosteller 3	6	50%	33%	17%	10.42	5.49	4.80	1.58
Rice University	Mosteller 3	6	100%	0%	0%	8.58	3.09	5.89	2.46
RKM Research & Communications	Mosteller 3	6	33%	33%	33%	5.33	6.33	2.02	5.75
Tarrance Group	Mosteller 3	6	33%	33%	33%	5.12	4.96	3.80	5.15
University Of New Hampshire	Mosteller 3	6	50%	17%	33%	3.57	3.26	2.21	2.41
University Of Tennessee	Mosteller 3	6	83%	0%	17%	7.17	2.56	5.04	0.85
Wash Post (no ABC)	Mosteller 3	6	17%	50%	33%	1.82	2.25	0.95	1.31
Wilson Research Strategies	Mosteller 3	6	67%	17%	17%	7.00	3.45	2.76	3.54