

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 5	203	43%	27%	31%	6.59	3.24	7.34	2.89
Rasmussen Reports	Mosteller 5	98	38%	30%	33%	4.65	4.31	4.20	3.34
Zogby International	Mosteller 5	86	49%	14%	37%	3.77	7.19	3.40	3.26
Research 2000	Mosteller 5	55	35%	24%	42%	4.74	3.61	4.44	4.05
Los Angeles Times	Mosteller 5	52	50%	25%	25%	6.26	6.10	7.42	5.51
Harris Poll / Harris Interactive	Mosteller 5	42	43%	17%	40%	6.29	4.63	6.51	3.36
Zogby Interactive	Mosteller 5	38	71%	11%	18%	4.91	1.33	1.63	0.83
Field Research Corporation	Mosteller 5	37	38%	35%	27%	7.58	7.83	9.35	10.56
Quinnipiac University	Mosteller 5	35	26%	40%	34%	3.55	1.76	3.15	2.19
American Research Group	Mosteller 5	31	45%	26%	29%	5.99	3.30	4.07	3.41
Polimetrix	Mosteller 5	31	39%	23%	39%	4.84	4.55	2.92	2.96
Strategic Vision	Mosteller 5	24	33%	25%	42%	5.74	5.22	7.87	7.98
Gallup Organization	Mosteller 5	23	39%	17%	43%	4.01	4.36	3.78	4.57
Public Policy Institute Of California	Mosteller 5	22	36%	27%	36%	8.06	6.53	10.30	8.58
Market Shares	Mosteller 5	18	39%	28%	33%	6.53	4.10	6.13	2.73
New York Times / CBS News	Mosteller 5	17	53%	24%	24%	5.80	4.20	4.74	3.86
Public Opinion Strategies	Mosteller 5	16	63%	13%	25%	7.82	5.55	5.89	3.36
Majority Watch	Mosteller 5	14	50%	21%	29%	6.07	3.33	5.01	1.72
Blum & Weprin Associates	Mosteller 5	13	23%	54%	23%	5.16	4.84	3.74	3.85
Keystone Poll	Mosteller 5	12	58%	17%	25%	6.65	5.60	4.19	3.21
Louisville Courier-Journal / Bluegrass Poll	Mosteller 5	12	58%	25%	17%	5.23	3.14	3.61	2.10
Mitchell Research	Mosteller 5	12	58%	17%	25%	7.78	5.38	10.48	6.20
Washington Post / ABC News	Mosteller 5	12	58%	8%	33%	5.85	4.72	3.58	4.53
CNN	Mosteller 5	11	55%	18%	27%	10.53	7.93	10.74	5.55
Epic/MRA	Mosteller 5	11	45%	36%	18%	6.36	5.82	4.99	5.70
Garin Hart Yang	Mosteller 5	11	45%	18%	36%	6.54	5.74	5.15	2.08
KRC Research and Consulting	Mosteller 5	11	36%	45%	18%	6.04	5.10	4.99	4.45
Arizona Republic	Mosteller 5	10	60%	20%	20%	3.98	9.91	3.09	0.79
Arizona State University	Mosteller 5	10	50%	30%	20%	8.61	5.23	4.81	3.71
Columbus Dispatch	Mosteller 5	10	60%	10%	30%	7.58	4.75	5.12	8.57
Opinion Research Associates	Mosteller 5	10	50%	10%	40%	10.00	5.02	11.20	3.31
Ciruli Associates	Mosteller 5	9	33%	33%	33%	3.73	3.29	3.35	2.53
InsiderAdvantage	Mosteller 5	9	56%	44%	0%	11.11	9.70	2.53	1.43
Marist Institute for Public Opinion	Mosteller 5	9	67%	22%	11%	12.33	1.16	3.88	0.92
Richard Day Research	Mosteller 5	9	67%	11%	22%	8.76	3.69	6.72	1.38
Consumer Logic	Mosteller 5	8	75%	0%	25%	12.22	7.22	9.24	6.03
Elway Research, Inc.	Mosteller 5	8	50%	38%	13%	4.80	5.05	2.76	3.75
Fleming and Associates	Mosteller 5	8	25%	38%	38%	5.00	10.75	4.29	1.30
New York Post	Mosteller 5	8	38%	38%	25%	5.75	6.00	4.53	5.26
Roanoke College	Mosteller 5	8	63%	0%	38%	4.12	4.43	2.94	3.93
Scripps Howard Data Center	Mosteller 5	8	63%	13%	25%	11.89	7.36	16.54	6.24
Selzer & Company	Mosteller 5	8	13%	25%	63%	2.44	5.46	1.32	3.86
University Of Cincinnati	Mosteller 5	8	38%	38%	25%	3.76	3.10	4.78	2.85
Fairbank, Maslin & Maullin	Mosteller 5	7	57%	14%	29%	5.71	4.29	5.41	5.50
Opinion Dynamics	Mosteller 5	7	43%	29%	29%	3.57	2.71	3.55	2.36
Rutgers University	Mosteller 5	7	71%	14%	14%	9.70	4.30	8.01	2.49
Schroth, Eldon & Associates	Mosteller 5	7	43%	29%	29%	5.13	4.56	4.37	3.81
ABC News (w/o Washington Post)	Mosteller 5	6	67%	33%	0%	4.77	1.12	6.49	1.74
Datmar, Inc.	Mosteller 5	6	17%	50%	33%	3.94	3.89	3.00	1.35
Davis & Hibbits	Mosteller 5	6	50%	33%	17%	8.72	4.38	8.82	2.95
Gonzales Research & Marketing Strategies	Mosteller 5	6	50%	17%	33%	6.47	5.77	5.87	6.24
Houston Chronicle	Mosteller 5	6	33%	0%	67%	5.17	8.17	1.47	5.67
Knowledge Networks (Intersurvey)	Mosteller 5	6	33%	17%	50%	5.57	5.13	4.02	2.64
NBC News	Mosteller 5	6	33%	17%	50%	8.60	8.70	3.20	6.54
Potomac Research	Mosteller 5	6	50%	17%	33%	8.17	6.17	5.90	6.14
Princeton Survey / Pew Research	Mosteller 5	6	67%	0%	33%	20.51	10.63	10.02	4.05
Rice University	Mosteller 5	6	67%	0%	33%	8.33	5.85	3.14	5.31
RKM Research & Communications	Mosteller 5	6	33%	0%	67%	6.00	11.33	4.38	12.72
Tarrance Group	Mosteller 5	6	0%	67%	33%	2.54	7.39	3.68	11.65
University Of New Hampshire	Mosteller 5	6	33%	33%	33%	4.61	6.04	3.88	5.39
University Of Tennessee	Mosteller 5	6	50%	33%	17%	3.15	2.27	1.54	2.21
Wash Post (no ABC)	Mosteller 5	6	17%	33%	50%	2.30	4.17	1.59	3.00
Wilson Research Strategies	Mosteller 5	6	50%	17%	33%	6.67	6.67	5.01	7.23