

2008 POLLSTER REPORT CARD		Error / Contest (smaller is better, zero is perfect)																												▼ SORT ▼																				
Rank ▼	Accurate as of 4 pm ET 02/13/08	IA GOP	IA DEM	NH GOP	NH DEM	MI GOP	NV DEM	SC GOP	SC DEM	FL GOP	FL DEM	MA GOP	MA DEM	CT GOP	CT DEM	NY GOP	NY DEM	NJ GOP	NJ DEM	DE GOP	DE DEM	GA GOP	GA DEM	AL GOP	AL DEM	IL GOP	IL DEM	MO GOP	MO DEM	OK GOP	OK DEM	TN GOP	TN DEM	AZ GOP	AZ DEM	CA GOP	CA DEM	MD GOP	MD DEM	DC DEM	VA GOP	VA DEM	CONTESTS POLLED	AVG ERROR						
1	Market Shares																									4	0																	2	2.00					
2	ABC News	1	4																																										2	2.50				
2	Schroth & Associates									3	2																																			2	2.50			
2	Behavioral Research Ctr																																			4	1									2	2.50			
5	Selzer & Co	3	1			4																																								3	2.67			
6	Fox News			1	7			4																																						3	4.00			
6	Field Poll																																				0	8							2	4.00				
6	Greenberg Quinlan																	4																												1	4.00			
9	SurveyUSA							1	16	4	7	1	2	3	2	10	1	2	1					5	12	2	5	1	12	2	3					7	0	0	0		2	6	26	4.12						
10	Franklin Pierce U			3	6																																									2	4.50			
10	Monmouth U																	5	4																											2	4.50			
12	Gallup			2	16											0																					3	2								5	4.60			
13	Research 2000	2	8	0	4		2			1	5														8	2	5	14																		11	4.64			
14	Quinnipiac University									4	3					9	3	5	5																												6	4.83		
15	Mitchell					3				7																																					2	5.00		
15	Crawford Johnson N'cott																																														2	5.00		
17	Strategic Vision	11	5	4	12	0				4	4							3	6			7	13																								11	6.27		
18	U New Hampshire			1	12																																										2	6.50		
19	Marist University			2	11											14	1																														4	7.00		
20	Suffolk University			10	8					2		3	17																									1	11							7	7.43			
21	Rasmussen	8	12	5	10	8		3	14	5	2	12	9	3	4	4	4	13	4			5	20	11	19	11	5	2	10			6	1	4	3	8	11		3			10	33	7.55						
22	Zogby	3	4	3	16	10	0	2	13	1						13		2	5				15					6	2									15	23							17	7.82			
23	ARG	4	17	1	12	10	3	10	16					1	17						7	13				5	22	3	1					3	9			10	6	0	6		1	11	24	7.83				
24	Insider Advantage	3	7					3	19	4	9												2	13	6	12																			13	13	7.92			
25	Public Policy Polling							5	9	12						2	2						6	19												9	9										9	8.11		
26	Mason-Dixon	13	9	4	5	1	3	1	21	9	5							12	3			17	29					9	7						7	1	1	5	5		19	12	23	8.61						
27	LA Times	1	14	20	5																																	5	7							6	8.67			
28	ORC / CNN	12	6																																											2	9.00			
28	soonerpoll.com																																													2	9.00			
30	Datamar									17	3																																				2	10.00		
30	CBS News				10																																										1	10.00		
30	EPIC-MRA					10																																									1	10.00		
30	Rossmann Group					10																																									1	10.00		
34	Constituent Dynamics																																														6	15	3	10.67
35	Clemson University							4	22																																						2	13.00		
35	W New England College												13																																		1	13.00		
37	U Connecticut													9	18																																2	13.50		
38	Capitol Survey Rsch Ctr																							19	18																						2	18.50		
39	Ron Lester & Associates							19																																								1	19.00	

SurveyUSA® of Verona NJ created this chart and is responsible for its contents. Error is calculated using the "Mosteller S" Measure, which works this way: If "Pollster A" says Smith beats Jones by 8 points, and in fact Smith beats Jones by 5 points, then Pollster A has an "error" of 3 [8 minus 5]. A 3 would be recorded in the table above for that contest. There are limitations to this and all other measures of pollster accuracy. For a complete discussion of the different ways that election poll accuracy can be measured, including a summary of all 8 known measures, see the following paper presented at the 2006 conference of the American Association for Public Opinion Research: <http://www.surveysusa.com/ShipmanElectionPollAccuracy.html> All pollsters and timely polls of likely voters included in this table; no timely polls of likely voters intentionally excluded. Report errors or omissions to [editor@surveysusa.com](mailto:editor@surveysusa.com). Additional pollster Report Cards, from 2008 and from earlier elections, using this and other error criteria, available at SurveyUSA homepage, [www.surveysusa.com](http://www.surveysusa.com) 1-800-786-8000.

