

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 6	203	66%	25%	9%	7.90	3.29	6.18	3.37
Rasmussen Reports	Mosteller 6	98	50%	36%	14%	5.50	3.66	3.57	2.24
Zogby International	Mosteller 6	86	52%	23%	24%	6.08	6.81	2.50	2.70
Research 2000	Mosteller 6	55	45%	40%	15%	7.04	5.92	4.81	3.27
Los Angeles Times	Mosteller 6	52	67%	21%	12%	6.80	7.16	5.91	3.03
Harris Poll / Harris Interactive	Mosteller 6	42	29%	33%	38%	4.53	4.24	3.81	2.11
Zogby Interactive	Mosteller 6	38	32%	58%	11%	3.01	2.28	0.91	0.52
Field Research Corporation	Mosteller 6	37	76%	16%	8%	9.39	5.54	6.51	6.39
Quinnipiac University	Mosteller 6	35	63%	26%	11%	5.29	1.71	3.68	1.92
American Research Group	Mosteller 6	31	55%	29%	16%	7.85	4.85	3.41	3.32
Polimetrix	Mosteller 6	31	32%	29%	39%	3.63	3.98	2.27	1.75
Strategic Vision	Mosteller 6	24	50%	42%	8%	6.19	4.33	5.28	4.25
Gallup Organization	Mosteller 6	23	48%	26%	26%	3.97	3.74	2.79	3.01
Public Policy Institute Of California	Mosteller 6	22	82%	14%	5%	11.01	4.87	6.43	4.43
Market Shares	Mosteller 6	18	94%	6%	0%	11.43	4.11	5.93	2.52
New York Times / CBS News	Mosteller 6	17	71%	18%	12%	7.44	4.77	3.50	3.16
Public Opinion Strategies	Mosteller 6	16	88%	13%	0%	9.62	4.11	5.57	2.21
Majority Watch	Mosteller 6	14	43%	36%	21%	4.79	3.59	2.80	1.93
Blum & Weprin Associates	Mosteller 6	13	77%	8%	15%	6.92	4.19	4.27	3.13
Keystone Poll	Mosteller 6	12	83%	17%	0%	11.78	5.05	4.73	2.10
Louisville Courier-Journal / Bluegrass Poll	Mosteller 6	12	92%	8%	0%	9.43	3.31	5.66	2.40
Mitchell Research	Mosteller 6	12	83%	17%	0%	11.46	4.48	6.72	4.05
Washington Post / ABC News	Mosteller 6	12	58%	17%	25%	6.32	3.83	3.42	3.02
CNN	Mosteller 6	11	73%	18%	9%	11.83	6.57	6.82	3.70
Epic/MRA	Mosteller 6	11	82%	18%	0%	7.80	4.53	4.00	3.16
Garin Hart Yang	Mosteller 6	11	73%	18%	9%	8.29	4.21	3.13	1.96
KRC Research and Consulting	Mosteller 6	11	55%	36%	9%	6.48	4.01	3.46	2.23
Arizona Republic	Mosteller 6	10	100%	0%	0%	11.14	8.91	2.21	0.70
Arizona State University	Mosteller 6	10	90%	10%	0%	9.99	3.90	5.65	2.16
Columbus Dispatch	Mosteller 6	10	40%	10%	50%	3.90	3.26	2.99	4.30
Opinion Research Associates	Mosteller 6	10	50%	10%	40%	7.20	4.76	6.90	2.01
Ciruli Associates	Mosteller 6	9	78%	22%	0%	7.99	3.10	3.97	1.88
InsiderAdvantage	Mosteller 6	9	78%	11%	11%	18.01	8.75	4.14	1.40
Marist Institute for Public Opinion	Mosteller 6	9	44%	33%	22%	8.19	1.14	2.18	0.79
Richard Day Research	Mosteller 6	9	78%	22%	0%	10.10	3.90	6.51	2.32
Consumer Logic	Mosteller 6	8	75%	13%	13%	13.19	7.07	6.86	4.69
Elway Research, Inc.	Mosteller 6	8	88%	0%	13%	7.78	4.03	4.38	3.53
Fleming and Associates	Mosteller 6	8	88%	13%	0%	9.55	8.81	2.02	0.87
New York Post	Mosteller 6	8	63%	25%	13%	9.75	5.13	3.73	3.27
Roanoke College	Mosteller 6	8	100%	0%	0%	9.29	3.63	3.26	2.50
Scripps Howard Data Center	Mosteller 6	8	100%	0%	0%	17.71	6.45	16.09	6.63
Selzer & Company	Mosteller 6	8	63%	0%	38%	5.84	4.91	2.86	5.39
University Of Cincinnati	Mosteller 6	8	38%	25%	38%	3.34	3.81	3.34	3.63
Fairbank, Maslin & Maullin	Mosteller 6	7	71%	29%	0%	9.43	4.29	5.35	4.50
Opinion Dynamics	Mosteller 6	7	86%	14%	0%	6.57	2.86	2.44	1.21
Rutgers University	Mosteller 6	7	100%	0%	0%	10.66	4.21	4.28	2.74
Schroth, Eldon & Associates	Mosteller 6	7	71%	29%	0%	7.76	4.04	3.79	2.62
ABC News (w/o Washington Post)	Mosteller 6	6	33%	50%	17%	3.78	3.31	3.28	1.78
Datmar, Inc.	Mosteller 6	6	33%	67%	0%	4.21	3.18	1.15	0.79
Davis & Hibbits	Mosteller 6	6	83%	0%	17%	10.00	4.91	5.69	2.50
Gonzales Research & Marketing Strategies	Mosteller 6	6	67%	33%	0%	9.86	4.96	6.81	4.64
Houston Chronicle	Mosteller 6	6	50%	33%	17%	7.25	4.75	3.55	3.63
Knowledge Networks (Intersurvey)	Mosteller 6	6	33%	0%	67%	2.60	3.18	3.02	1.55
NBC News	Mosteller 6	6	67%	0%	33%	8.97	6.75	3.47	3.97
Potomac Research	Mosteller 6	6	67%	33%	0%	9.13	4.80	5.06	4.71
Princeton Survey / Pew Research	Mosteller 6	6	67%	33%	0%	13.98	7.19	5.43	2.10
Rice University	Mosteller 6	6	83%	17%	0%	11.50	3.90	8.09	4.34
RKM Research & Communications	Mosteller 6	6	50%	0%	50%	8.17	7.50	3.76	6.50
Tarrance Group	Mosteller 6	6	17%	50%	33%	6.28	5.99	5.59	6.13
University Of New Hampshire	Mosteller 6	6	50%	17%	33%	5.31	4.27	2.93	2.79
University Of Tennessee	Mosteller 6	6	67%	17%	17%	8.00	2.87	5.57	1.73
Wash Post (no ABC)	Mosteller 6	6	17%	50%	33%	2.67	3.24	1.40	1.81
Wilson Research Strategies	Mosteller 6	6	67%	33%	0%	10.75	5.08	4.71	4.61