

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	Shipman	203	63%	20%	18%	9.08	3.64	7.04	3.06
Rasmussen Reports	Shipman	98	54%	21%	24%	6.46	4.75	4.14	3.16
Zogby International	Shipman	86	64%	12%	24%	4.20	7.39	3.71	2.94
Research 2000	Shipman	55	45%	24%	31%	7.26	4.54	4.29	3.78
Los Angeles Times	Shipman	52	67%	13%	19%	11.25	6.79	6.57	5.08
Harris Poll / Harris Interactive	Shipman	42	43%	21%	36%	7.03	5.24	6.01	2.90
Zogby Interactive	Shipman	38	32%	34%	34%	4.97	6.51	1.73	0.49
Field Research Corporation	Shipman	37	73%	11%	16%	11.09	8.64	8.54	10.32
Quinnipiac University	Shipman	35	54%	26%	20%	6.49	5.12	3.91	1.53
American Research Group	Shipman	31	61%	16%	23%	7.97	5.27	3.59	2.52
Polimetrix	Shipman	31	35%	23%	42%	5.27	5.51	3.37	2.48
Strategic Vision	Shipman	24	58%	13%	29%	7.06	5.70	7.42	7.89
Gallup Organization	Shipman	23	48%	22%	30%	5.16	4.77	3.37	4.28
Public Policy Institute Of California	Shipman	22	68%	9%	23%	12.63	7.65	9.50	8.41
Market Shares	Shipman	18	78%	17%	6%	10.82	4.97	6.38	2.91
New York Times / CBS News	Shipman	17	59%	29%	12%	7.72	4.95	3.86	3.29
Public Opinion Strategies	Shipman	16	75%	13%	13%	10.44	5.67	5.59	3.19
Majority Watch	Shipman	14	50%	36%	14%	6.82	3.74	4.50	1.80
Blum & Weprin Associates	Shipman	13	62%	31%	8%	7.66	5.20	3.19	3.56
Keystone Poll	Shipman	12	83%	17%	0%	10.60	5.75	4.50	3.06
Louisville Courier-Journal / Bluegrass Poll	Shipman	12	83%	8%	8%	8.48	3.70	4.77	2.33
Mitchell Research	Shipman	12	92%	8%	0%	12.56	6.08	8.57	5.67
Washington Post / ABC News	Shipman	12	67%	0%	33%	6.52	4.98	3.81	4.28
CNN	Shipman	11	82%	0%	18%	14.54	8.33	8.87	5.08
Epic/MRA	Shipman	11	55%	36%	9%	7.90	6.08	3.98	5.44
Garin Hart Yang	Shipman	11	64%	9%	27%	8.45	5.75	3.99	2.07
KRC Research and Consulting	Shipman	11	64%	27%	9%	9.61	5.44	4.09	4.13
Arizona Republic	Shipman	10	100%	0%	0%	11.77	9.91	2.42	0.79
Arizona State University	Shipman	10	100%	0%	0%	13.35	5.24	6.95	3.71
Columbus Dispatch	Shipman	10	50%	20%	30%	7.65	5.37	5.05	8.39
Opinion Research Associates	Shipman	10	50%	10%	40%	10.35	5.23	10.91	3.05
Ciruli Associates	Shipman	9	78%	22%	0%	8.00	4.09	3.84	2.37
InsiderAdvantage	Shipman	9	89%	11%	0%	12.01	9.73	2.22	1.27
Marist Institute for Public Opinion	Shipman	9	78%	11%	11%	12.48	4.99	3.43	0.64
Richard Day Research	Shipman	9	89%	11%	0%	11.70	5.16	5.99	2.44
Consumer Logic	Shipman	8	88%	0%	13%	15.30	7.73	8.95	5.76
Elway Research, Inc.	Shipman	8	63%	25%	13%	7.89	5.10	2.91	3.75
Fleming and Associates	Shipman	8	63%	13%	25%	8.58	10.77	2.15	1.18
New York Post	Shipman	8	50%	25%	25%	8.28	6.49	3.84	4.93
Roanoke College	Shipman	8	75%	13%	13%	7.93	4.56	3.31	3.86
Scripps Howard Data Center	Shipman	8	88%	13%	0%	17.13	7.68	15.59	6.02
Selzer & Company	Shipman	8	38%	13%	50%	4.38	5.53	1.28	3.76
University Of Cincinnati	Shipman	8	38%	25%	38%	4.23	3.54	4.64	2.38
Fairbank, Maslin & Maullin	Shipman	7	86%	0%	14%	10.32	4.59	4.76	5.34
Opinion Dynamics	Shipman	7	43%	43%	14%	5.31	3.09	2.79	1.96
Rutgers University	Shipman	7	86%	14%	0%	11.07	4.96	6.94	1.75
Schroth, Eldon & Associates	Shipman	7	71%	14%	14%	7.36	5.11	3.39	3.46
ABC News (w/o Washington Post)	Shipman	6	67%	17%	17%	5.48	2.16	6.00	1.66
Datmar, Inc.	Shipman	6	33%	33%	33%	5.85	5.56	2.31	2.34
Davis & Hibbits	Shipman	6	83%	0%	17%	11.72	4.83	7.85	2.68
Gonzales Research & Marketing Strategies	Shipman	6	67%	0%	33%	8.78	5.95	5.86	6.15
Houston Chronicle	Shipman	6	33%	17%	50%	7.60	8.33	1.82	5.39
Knowledge Networks (Intersurvey)	Shipman	6	50%	0%	50%	6.16	5.18	4.01	2.64
NBC News	Shipman	6	33%	17%	50%	9.68	9.05	3.27	6.03
Potomac Research	Shipman	6	67%	0%	33%	9.18	6.18	5.05	6.12
Princeton Survey / Pew Research	Shipman	6	67%	0%	33%	20.61	10.79	9.87	3.62
Rice University	Shipman	6	83%	17%	0%	11.84	6.04	6.64	5.07
RKM Research & Communications	Shipman	6	33%	0%	67%	8.29	11.79	3.29	12.27
Tarrance Group	Shipman	6	50%	17%	33%	6.82	8.61	3.45	10.90
University Of New Hampshire	Shipman	6	33%	33%	33%	7.91	7.04	5.29	4.53
University Of Tennessee	Shipman	6	67%	17%	17%	7.44	3.52	3.90	1.47
Wash Post (no ABC)	Shipman	6	17%	33%	50%	2.92	4.36	1.15	2.78
Wilson Research Strategies	Shipman	6	67%	0%	33%	9.95	6.75	4.98	7.17