

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	Traugott	203	52%	9%	39%	15.67	7.58	18.65	7.63
Rasmussen Reports	Traugott	98	46%	10%	44%	10.40	9.38	9.76	7.51
Zogby International	Traugott	86	53%	9%	37%	11.56	18.75	12.07	9.16
Research 2000	Traugott	55	40%	7%	53%	18.59	9.59	17.83	7.47
Los Angeles Times	Traugott	52	63%	4%	33%	27.27	16.80	21.39	13.00
Harris Poll / Harris Interactive	Traugott	42	52%	5%	43%	14.28	10.21	16.36	7.58
Zogby Interactive	Traugott	38	74%	5%	21%	11.01	3.87	3.33	1.79
Field Research Corporation	Traugott	37	54%	5%	41%	18.06	16.48	23.63	22.54
Quinnipiac University	Traugott	35	46%	11%	43%	6.50	3.68	11.08	5.47
American Research Group	Traugott	31	48%	6%	45%	23.59	9.22	16.72	9.28
Polimetrix	Traugott	31	42%	16%	42%	10.29	10.01	6.26	6.85
Strategic Vision	Traugott	24	42%	13%	46%	12.04	11.81	16.96	17.22
Gallup Organization	Traugott	23	39%	9%	52%	8.79	10.04	8.13	10.70
Public Policy Institute Of California	Traugott	22	55%	9%	36%	23.10	14.66	28.71	19.71
Market Shares	Traugott	18	61%	0%	39%	24.32	10.23	22.49	7.57
New York Times / CBS News	Traugott	17	53%	12%	35%	14.53	10.92	10.37	9.79
Public Opinion Strategies	Traugott	16	63%	6%	31%	19.04	11.98	17.75	7.20
Majority Watch	Traugott	14	64%	7%	29%	12.55	6.78	10.69	3.39
Blum & Weprin Associates	Traugott	13	38%	8%	54%	10.14	9.84	6.53	7.83
Keystone Poll	Traugott	12	58%	17%	25%	17.26	12.30	12.38	7.11
Louisville Courier-Journal / Bluegrass Poll	Traugott	12	58%	8%	33%	12.79	7.38	10.92	5.14
Mitchell Research	Traugott	12	67%	8%	25%	18.28	11.21	22.32	13.36
Washington Post / ABC News	Traugott	12	58%	8%	33%	12.91	10.60	9.67	10.45
CNN	Traugott	11	82%	0%	18%	45.46	20.70	44.09	15.20
Epic/MRA	Traugott	11	45%	9%	45%	12.60	12.06	10.18	12.03
Garin Hart Yang	Traugott	11	64%	0%	36%	14.89	11.84	12.41	4.33
KRC Research and Consulting	Traugott	11	45%	9%	45%	17.45	12.58	13.59	10.71
Arizona Republic	Traugott	10	50%	10%	40%	7.42	26.84	5.96	2.24
Arizona State University	Traugott	10	80%	0%	20%	22.94	13.22	11.77	8.76
Columbus Dispatch	Traugott	10	60%	10%	30%	17.71	11.06	12.36	17.36
Opinion Research Associates	Traugott	10	50%	10%	40%	21.73	9.98	24.96	6.57
Ciruli Associates	Traugott	9	22%	22%	56%	8.68	8.46	5.55	6.76
InsiderAdvantage	Traugott	9	78%	0%	22%	26.43	26.35	12.08	3.82
Marist Institute for Public Opinion	Traugott	9	78%	11%	11%	36.85	2.05	12.51	2.35
Richard Day Research	Traugott	9	67%	0%	33%	26.21	11.43	24.43	6.11
Consumer Logic	Traugott	8	75%	0%	25%	36.07	17.81	36.63	16.02
Elway Research, Inc.	Traugott	8	75%	13%	13%	12.07	10.70	6.53	8.30
Fleming and Associates	Traugott	8	38%	13%	50%	11.99	26.79	7.66	3.67
New York Post	Traugott	8	63%	0%	38%	13.86	12.89	9.40	11.46
Roanoke College	Traugott	8	63%	0%	38%	10.06	9.37	7.74	8.01
Scripps Howard Data Center	Traugott	8	50%	13%	38%	21.30	12.19	22.85	10.61
Selzer & Company	Traugott	8	25%	25%	50%	5.39	12.12	4.34	8.78
University Of Cincinnati	Traugott	8	38%	25%	38%	9.01	7.03	12.74	5.18
Fairbank, Maslin & Maullin	Traugott	7	71%	0%	29%	11.87	10.50	14.26	16.73
Opinion Dynamics	Traugott	7	57%	0%	43%	8.42	6.14	7.92	4.26
Rutgers University	Traugott	7	71%	0%	29%	22.85	9.59	21.19	5.34
Schroth, Eldon & Associates	Traugott	7	57%	14%	29%	13.07	10.06	11.31	8.09
ABC News (w/o Washington Post)	Traugott	6	50%	17%	33%	9.41	3.45	13.55	3.13
Datmar, Inc.	Traugott	6	50%	0%	50%	10.90	11.44	8.50	7.55
Davis & Hibbits	Traugott	6	67%	0%	33%	23.63	9.36	31.71	5.95
Gonzales Research & Marketing Strategies	Traugott	6	67%	0%	33%	21.13	14.01	28.32	16.85
Houston Chronicle	Traugott	6	33%	0%	67%	9.47	17.77	4.35	11.38
Knowledge Networks (Intersurvey)	Traugott	6	33%	0%	67%	11.07	10.68	8.20	5.44
NBC News	Traugott	6	33%	0%	67%	20.71	19.72	7.62	15.06
Potomac Research	Traugott	6	50%	0%	50%	19.49	14.56	16.92	16.65
Princeton Survey / Pew Research	Traugott	6	67%	0%	33%	52.85	25.83	28.72	11.18
Rice University	Traugott	6	67%	0%	33%	13.32	12.62	6.87	10.03
RKM Research & Communications	Traugott	6	33%	0%	67%	16.67	29.15	16.65	32.10
Tarrance Group	Traugott	6	33%	33%	33%	6.68	15.36	6.68	24.70
University Of New Hampshire	Traugott	6	50%	0%	50%	13.21	15.12	10.67	13.28
University Of Tennessee	Traugott	6	50%	33%	17%	7.14	4.98	3.56	3.96
Wash Post (no ABC)	Traugott	6	33%	17%	50%	4.64	8.45	3.10	6.23
Wilson Research Strategies	Traugott	6	50%	0%	50%	21.41	15.31	13.56	16.36