

ANALYSIS OF PERFORMANCE BY STATEWIDE POLLSTERS FOR 2004 GENERAL ELECTION (PRESIDENT & U.S. SENATE CONTESTS ONLY)

10/01/04 - 11/02/04		Mosteller 2		Mosteller 5				Traugott			
Name Of Polling Organizations that polled Oklahoma	Number Of Total Statewide Contests Polled	Average Error (On The Margin of Victory) Using <u>Mosteller Measure #2</u>	Root Mean Square Error Using <u>Mosteller Measure #2</u>	Average Error (On The Margin of Victory) Using <u>Mosteller Measure #5</u>	Root Mean Square Error Using <u>Mosteller Measure #5</u>	Size Of <u>Pro-Democrat</u> Or <u>Pro-Republican</u> Bias	Number Of Wrong Winners	Percent Of Polls With Wrong Winners	Percent Of Polls Outside Margin of Sampling Error	Average Error (On The Margin of Victory) Using <u>Traugott Measure</u>	Root Mean Square Error Using <u>Traugott Measure</u>
Sooner Poll	1	0.3	0.3	2.2	2.2	-2.2%	0	0.0%	0.0%	1.1	1.1
SurveyUSA	49	1.5	1.9	3.0	3.7	-0.1%	1	2.0%	0.0%	6.3	7.9
Rasmussen Portrait Of America	39	1.6	2.3	3.1	4.4	-2.2%	1	2.6%	5.1%	6.8	9.5
Wilson Research Strategies	2	3.6	3.7	5.2	6.2	-3.3%	0	0.0%	0.0%	15.3	15.4
Cole, Hargrave, Snodgrass & Associates	1	3.0	3.0	6.5	6.5	-6.5%	0	0.0%	0.0%	12.3	12.3
Consumer Logic	1	10.2	10.2	18.5	18.5	-18.5%	1	100.0%	100.0%	40.8	40.8

MOSTELLER: Following the 1948 presidential election, a commission was formed to study the failure of polls to predict Truman's reelection. The resulting book, *The Pre-election Polls of 1948: Report to the Committee on Analysis of Pre-Election Polls and Forecasts*, by Frederick Mosteller et al, was published by the Social Science Research Council (New York, 1949). In this book, eight different ways to measure the accuracy of a pre-election poll were proposed (for short-hand herein and going forward: "Mosteller 1" through "Mosteller 8"). Though it has been 55 years since Mosteller proposed his measures, they remain today the "default" method by which pre-election polls are evaluated. The measures "Mosteller 2" and "Mosteller 5" are defined on page 55 of the 1949 book; they have been adapted here to be applicable to all elections (not just those in which one Democrat runs against one Republican).

Footnotes: The poll results and actual vote totals contained in this analysis were gathered by SurveyUSA employees from available news reports at www.realclearpolitics.com, at www.lexisnexis.com, from www.pollingreport.com, and from the fee-based service Hotline, www.nationaljournal.com. In many cases, SurveyUSA was able to verify polling numbers directly from the pollster's website. Every known poll from every known pollster, academic and commercial, is included in this analysis, provided the final pre-election poll was released on or after 10/1/04; earlier, "stale" polls are excluded. Every attempt is made to ensure the validity of all polls included. The accuracy of polls is determined by actual vote returns, which in some states may still be being counted. Actual vote returns were gathered from the individual state Secretary of State office, of equivalent Department of Elections. If newer "actual returns" obsolete any of the data in this analysis, the database underlying this analysis will be updated and this report will be republished. Requests for supporting documentation, or notice of error or omission, should be made to editor@surveyusa.com.