

Election (Candidates)/ Pollster	Election date/ Survey dates	Republican	Democrat	Undecided	Mosteller 2	Mosteller 5	Traugott
Governor (Fallin-R; Askins-D)	Nov 2, 2010	60.45	39.55	0			
SoonerPoll	Oct 18-23, 2010	56.3	37.6	6.1	0.99	2.2	0.02
Rasmussen	Sep 23, 2010	60	34	6	6.76	5.1	0.14
U.S. Senate (Coburn-R; Rogers-D)	Nov 2, 2010	70.64	26.13	0			
SoonerPoll	Oct 18-23, 2010	67.1	23.9	7	3.23	1.3	0.04
Rasmussen	Sep 23, 2010	68	26	4	3.23	2.5	0.03

Definition of Mosteller 2 Measurement: The absolute difference between predicted and actual spread between the top two candidates, where both predicted and actual percentages are normalized by a multiplicative factor so that the sum of the percentages for the top two candidates is 100%. (Originally defined by Mosteller for the Democratic and Republican candidates; adapted here to be applicable to non-partisan and ballot measure elections.) Results above are sorted by Mosteller 2 evaluation and then by Traugott.

Definition of Mosteller 5 Measurement: The absolute difference between predicted and actual spread between the top two candidates. This particular measurement does not factor in the pollster's undecided amount and, therefore, assumes the undecideds broke evenly among the two candidates.

Definition of Traugott Measure: The absolute value of the log of the "odds ratio" between predicted and actual votes for the top two candidates, expressed in percentage units. The "odds ratio" is the actual vote ratio for the top two candidates divided by the predicted vote ratio. (Originally defined by Traugott, Kennedy, & Martin, May 2003, at AAPOR Annual Convention.)

Results of pollsters represented above were taken from their last published poll prior to the election. Only published polls are analyzed.