

# Methods and Horse Races: Phone, IVR and Internet Polls in the 2006 Elections

Mark Blumenthal  
Pollster.com

Charles Franklin  
Pollster.com  
and  
University of Wisconsin

# 2006 – More “New” Surveys

Horse Race Polls Collected by Pollster.com

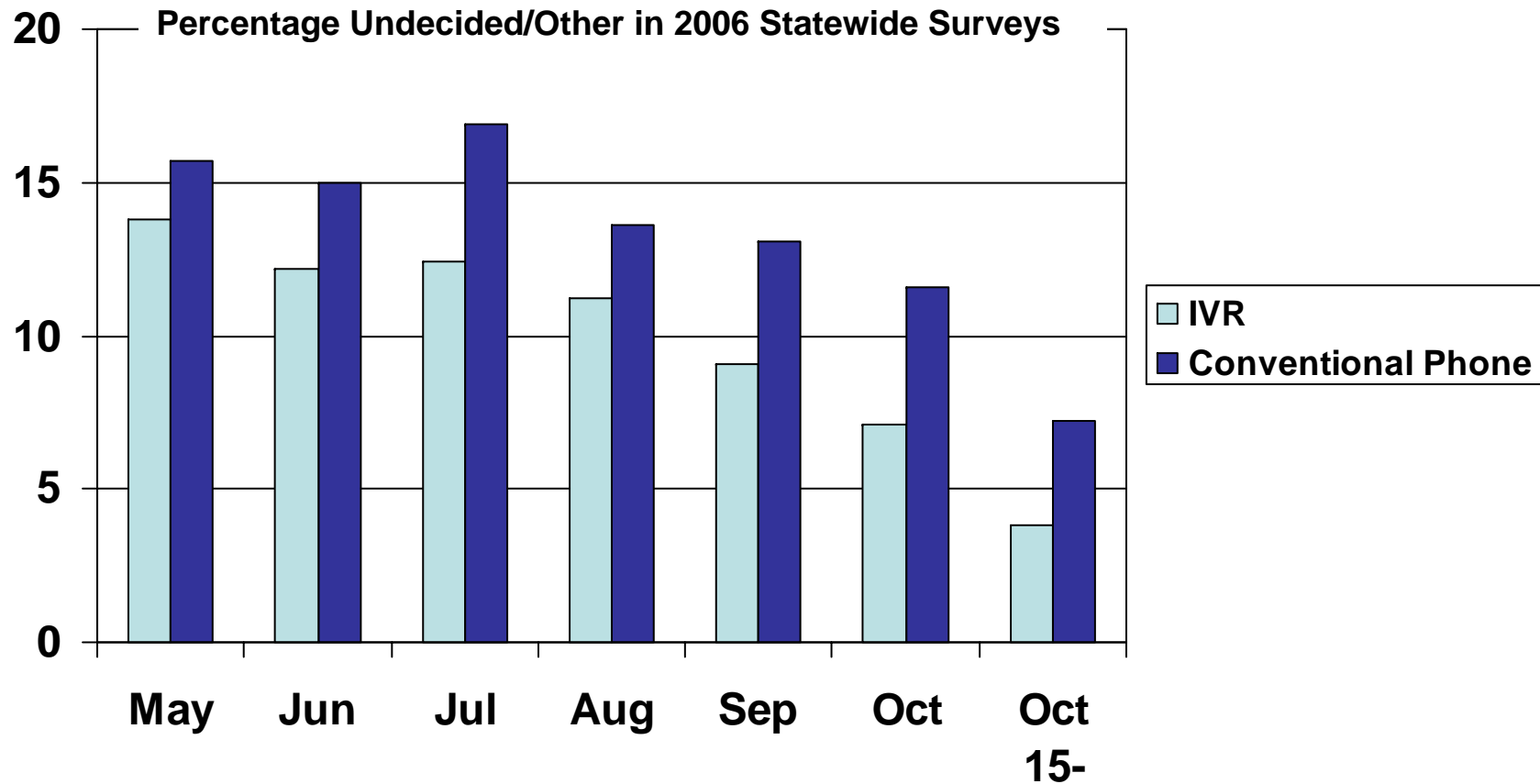
	<u>All Polls</u>		<u>Last 4 Weeks</u>	
<b>Statewide Surveys</b>				
Rasmussen Reports	459	26%	83	16%
SurveyUSA	141	8%	63	12%
Zogby/Internet	284	16%	72	14%
Polimetrix	43	2%	40	8%
All Conventional Phone	813	46%	255	48%
Other	15	1%	14	3%
Total	1755		527	
<b>US House Surveys</b>				
SurveyUSA	72	17%	41	21%
Majority Watch	103	25%	47	24%
Conventional/Other	238	58%	112	56%
Total	413		200	

# When is a Survey “Scientific?”

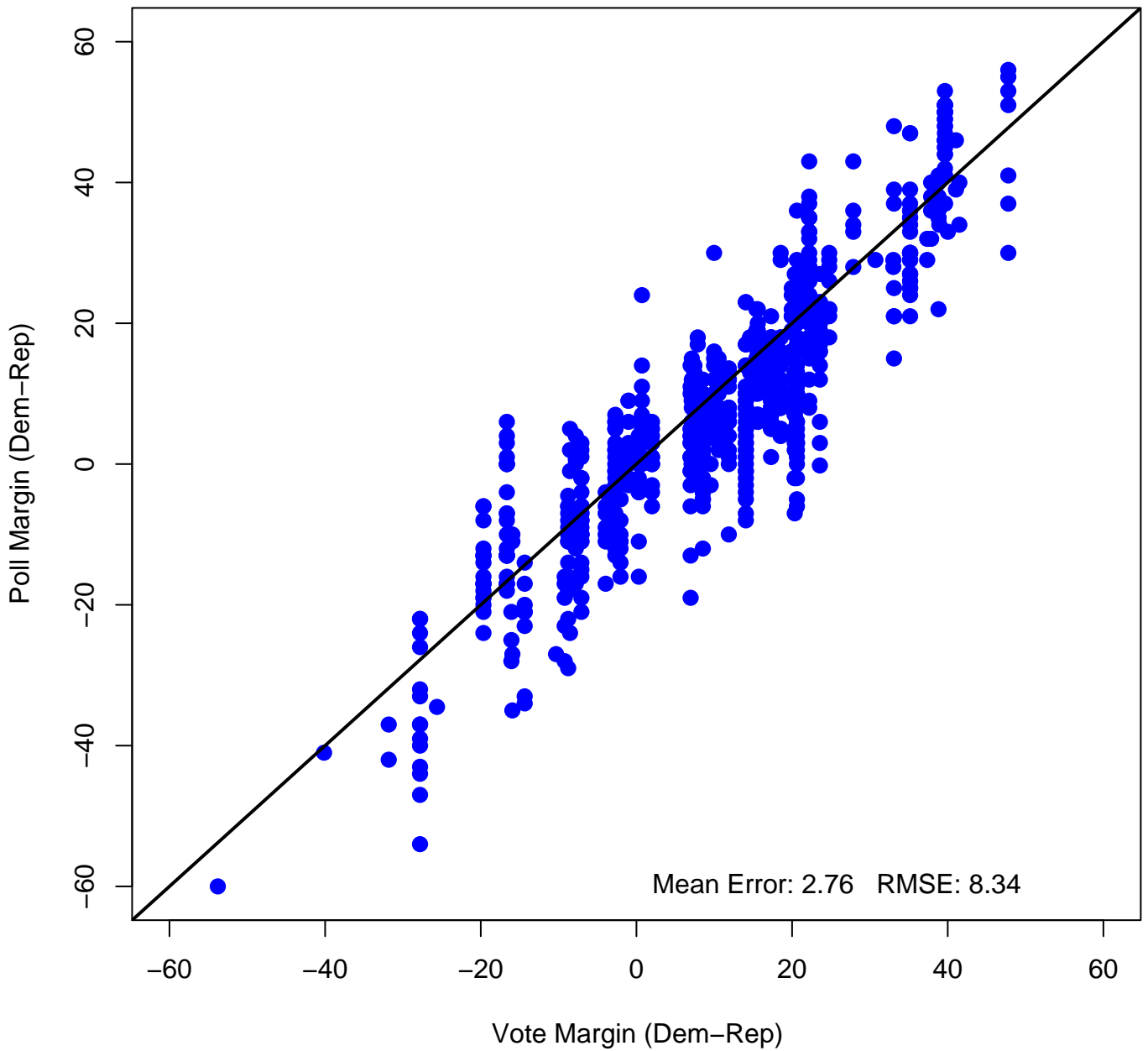
- Two big questions:
  - At what point do declining rates of coverage and response so degrade a random sample as to render it less than "scientific?"
  - Is there any yardstick by which we can judge non-random Internet panel studies to be “scientific” projections of some larger population?

# IVR Gets Smaller Undecided

Better Measurement or a More Opinionated Sample?

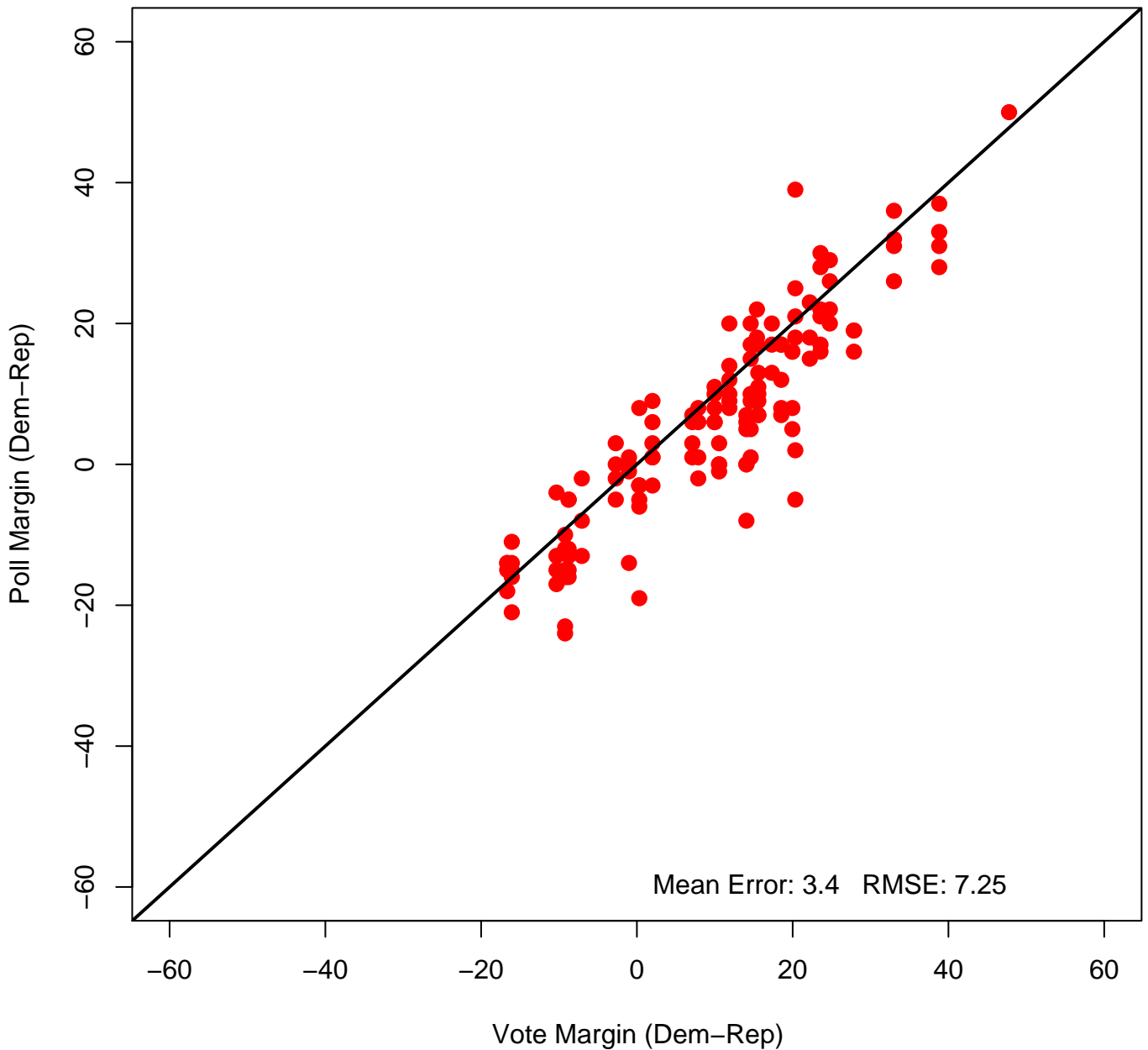


# Polls and Votes, 2006 Conventional Phone

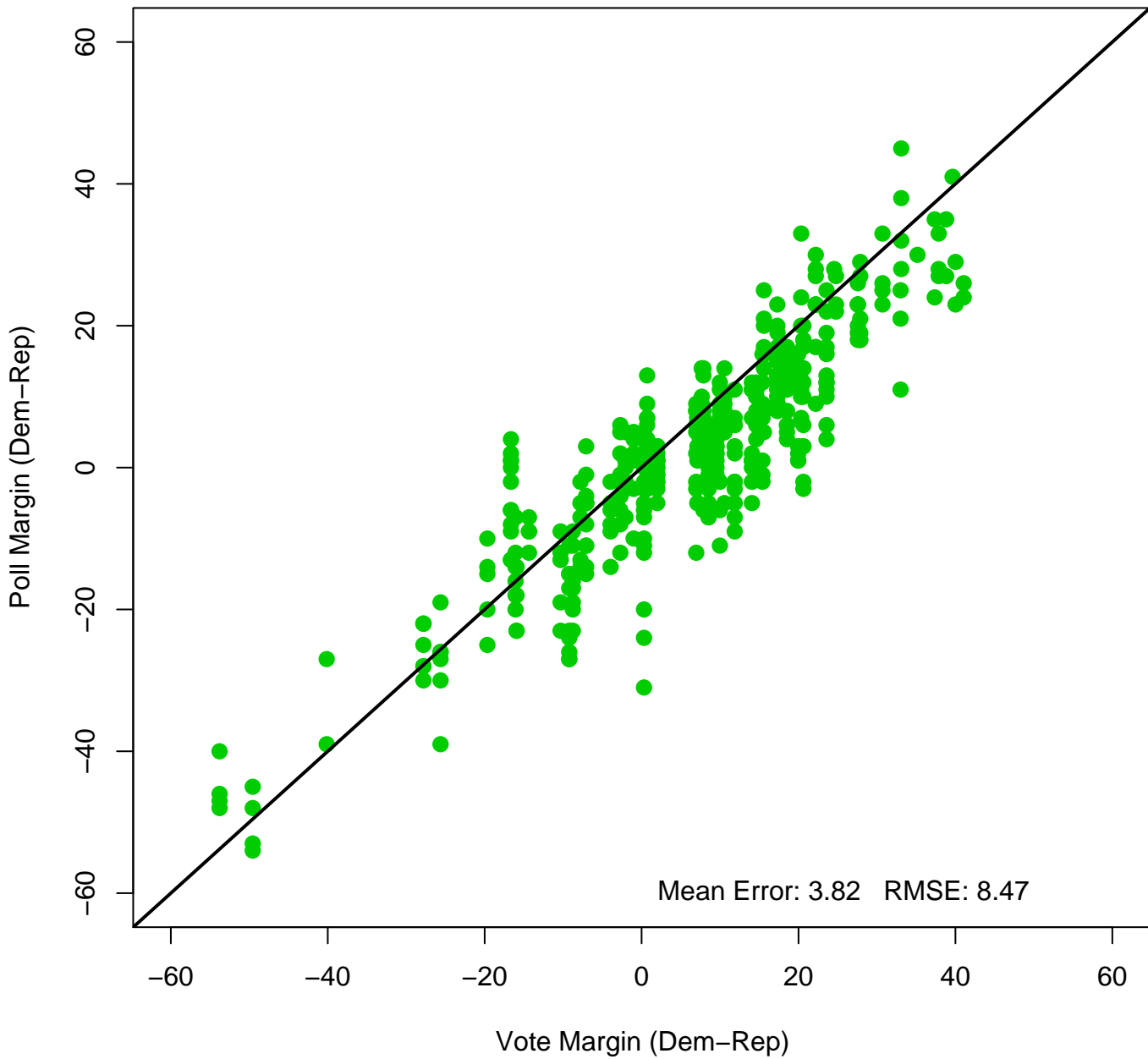


# Polls and Votes, 2006

## SurveyUSA

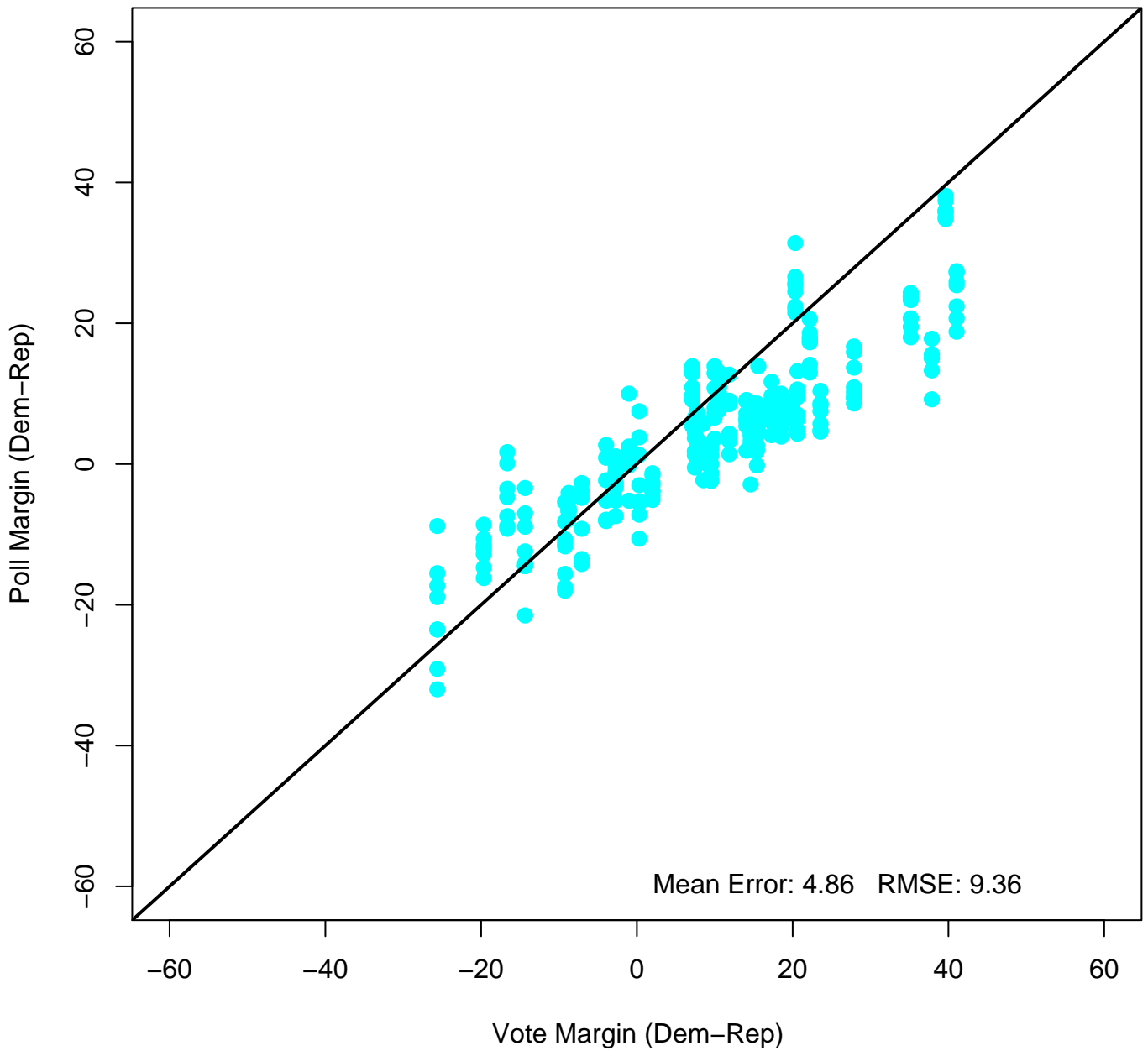


# Polls and Votes, 2006 Rasmussen



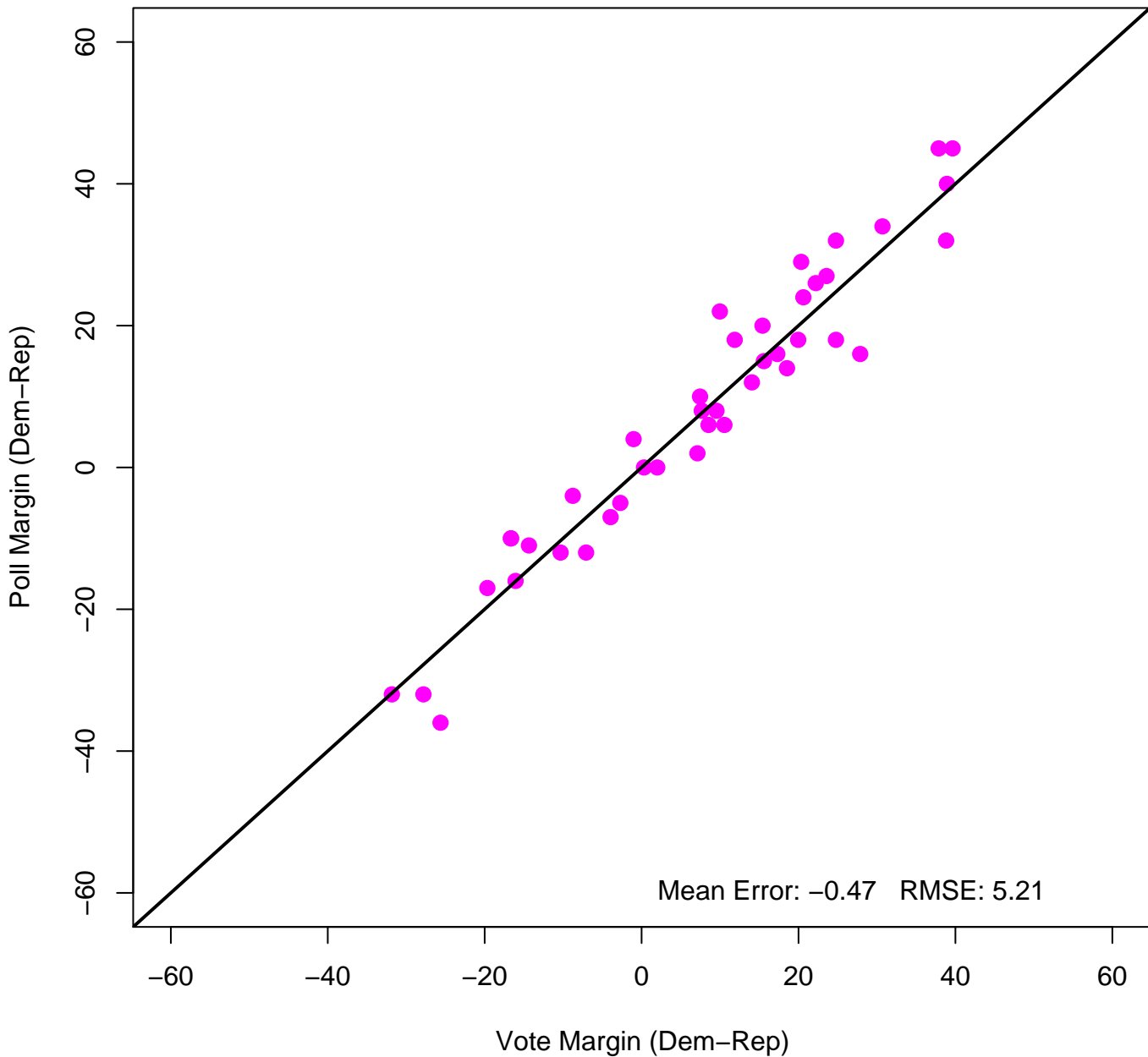
# Polls and Votes, 2006

## Zogby Interactive

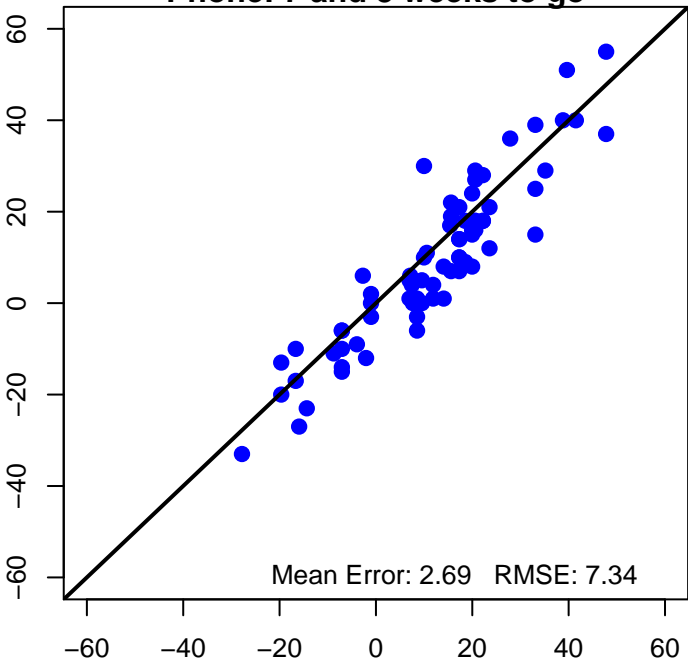


# Polls and Votes, 2006

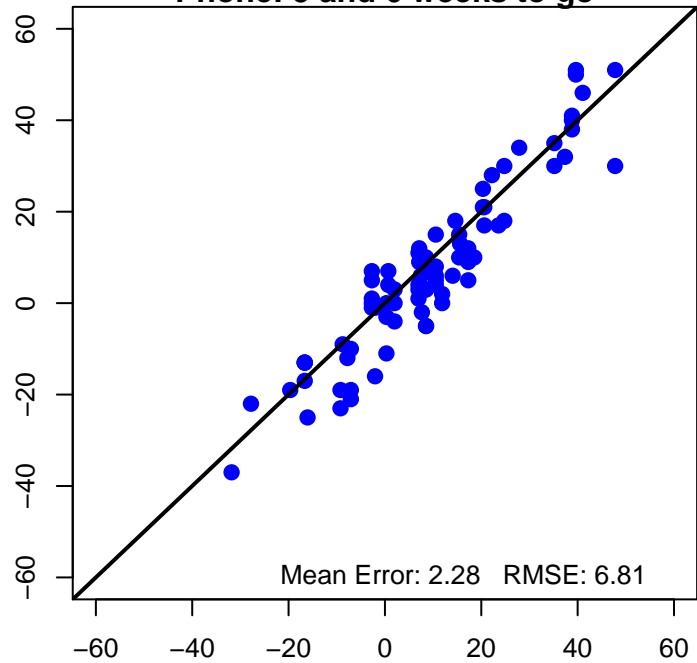
## Polimetricx



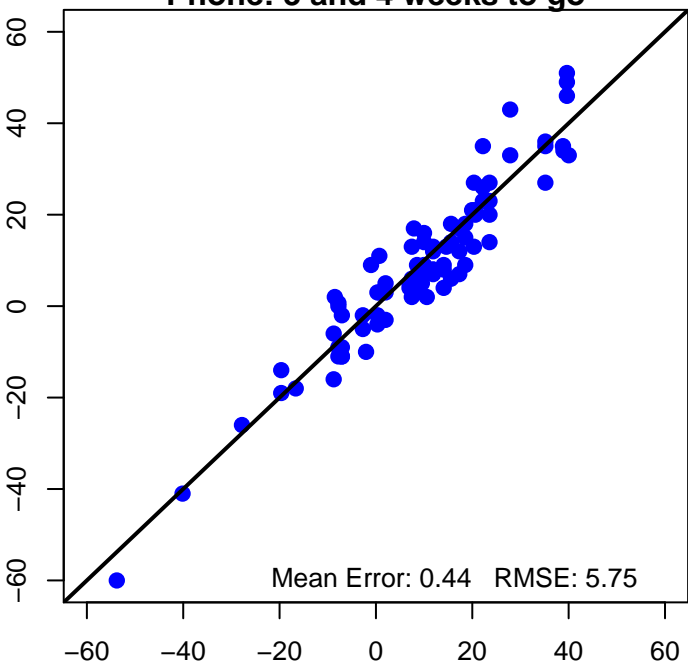
**Phone: 7 and 8 weeks to go**



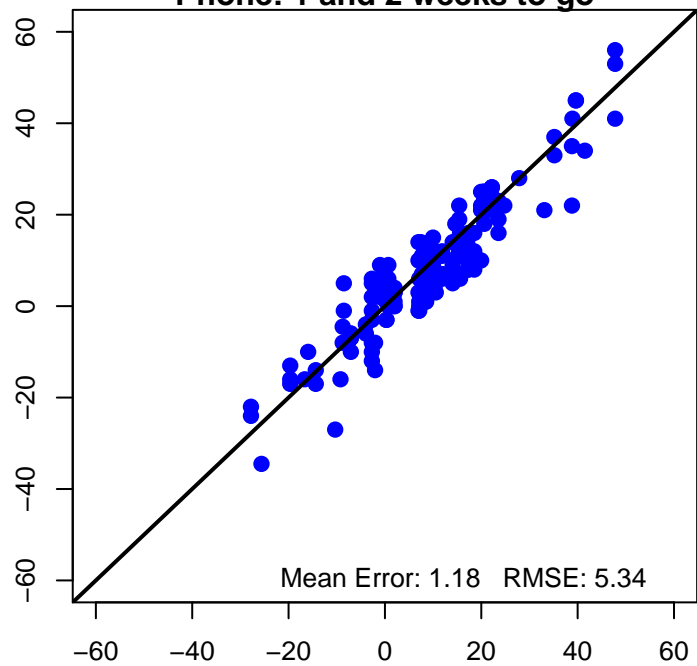
**Phone: 5 and 6 weeks to go**



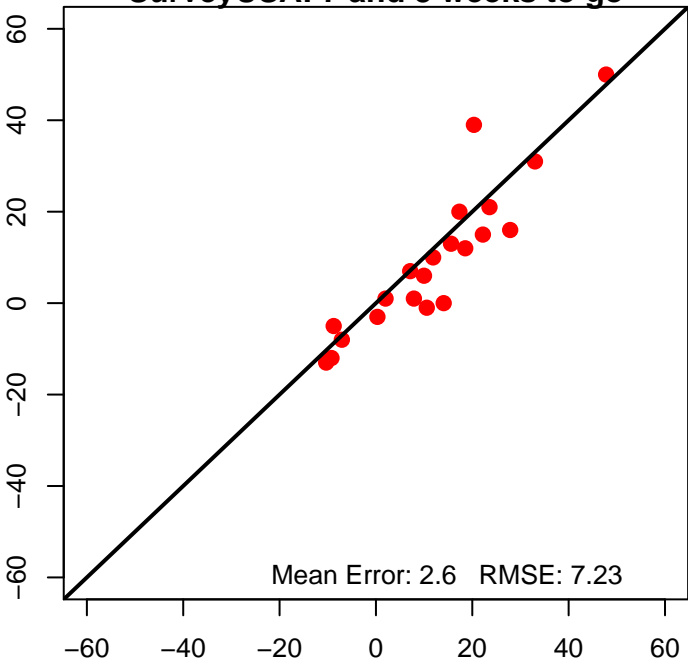
**Phone: 3 and 4 weeks to go**



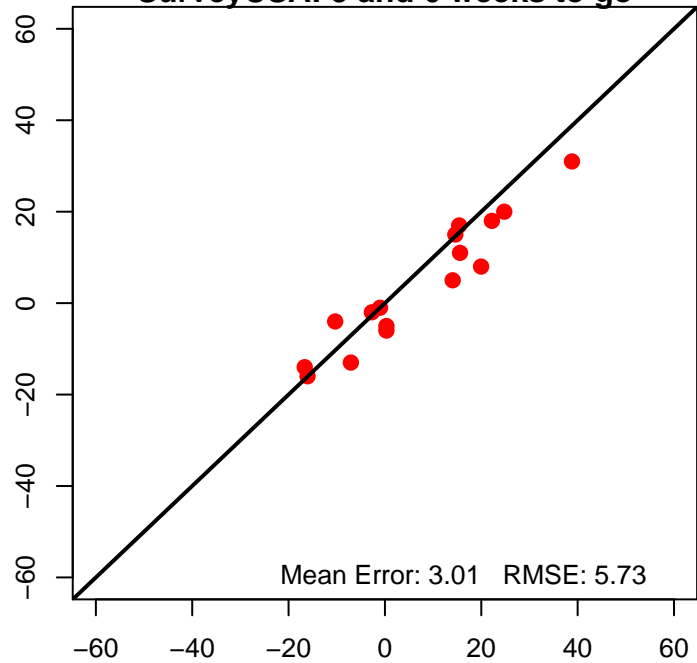
**Phone: 1 and 2 weeks to go**



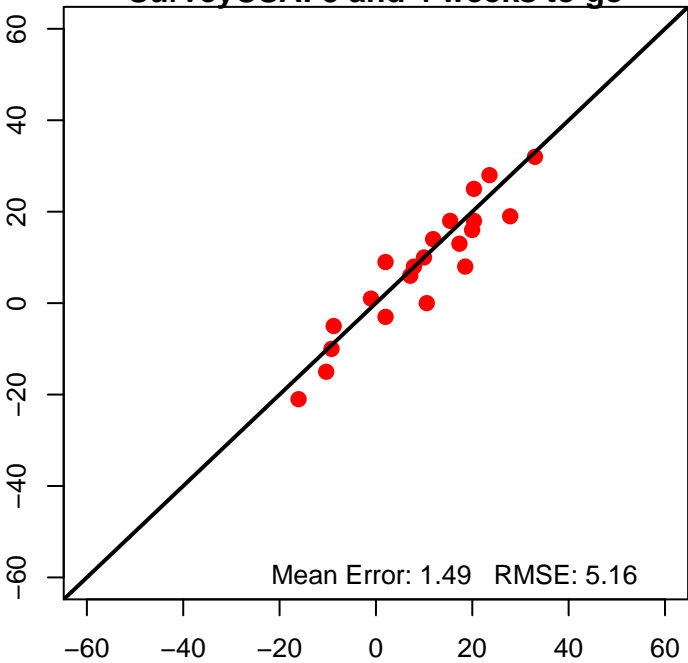
**SurveyUSA: 7 and 8 weeks to go**



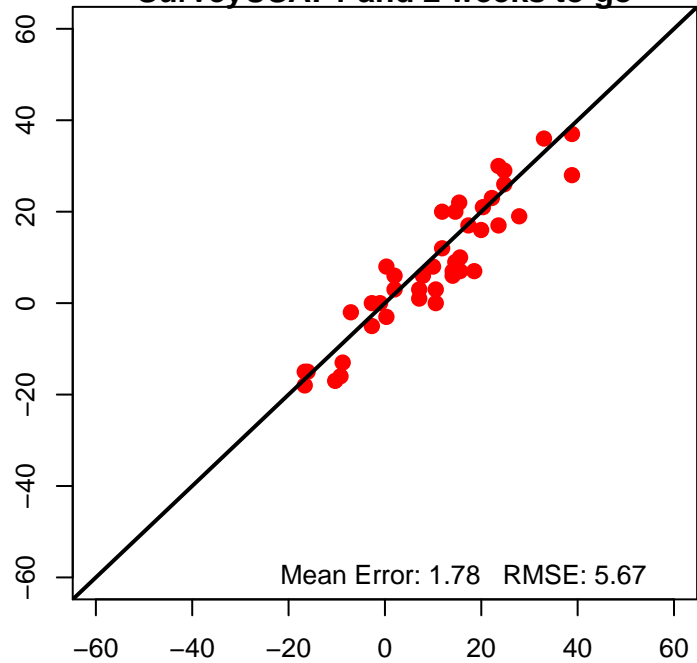
**SurveyUSA: 5 and 6 weeks to go**



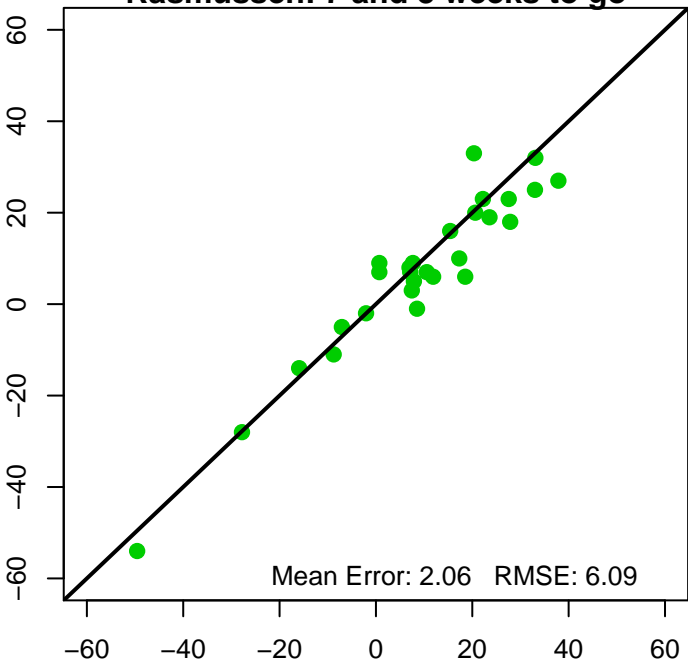
**SurveyUSA: 3 and 4 weeks to go**



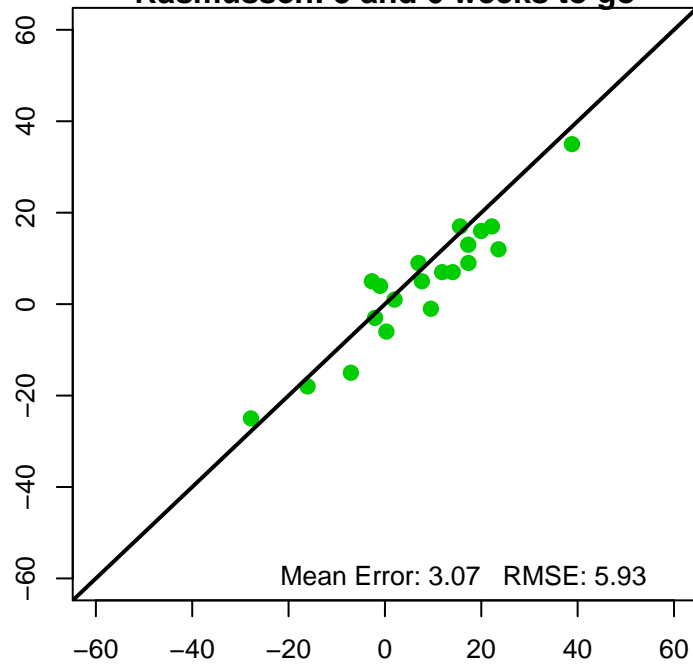
**SurveyUSA: 1 and 2 weeks to go**



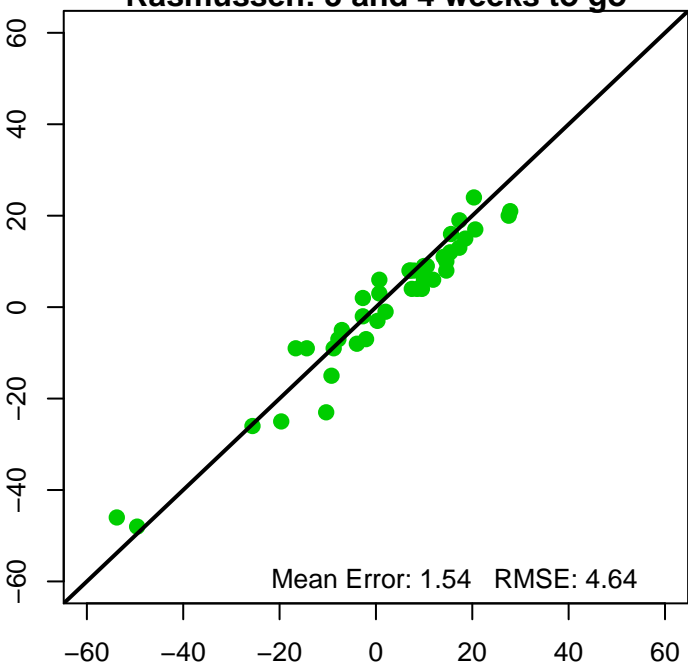
**Rasmussen: 7 and 8 weeks to go**



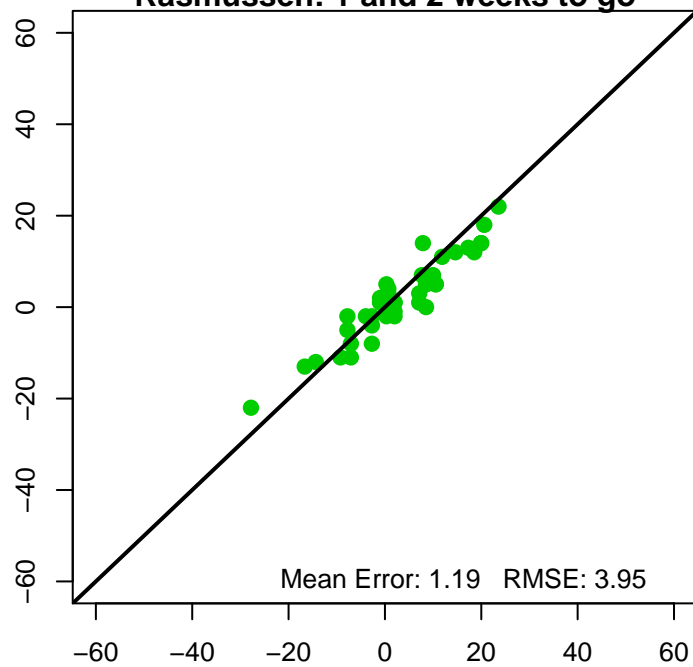
**Rasmussen: 5 and 6 weeks to go**



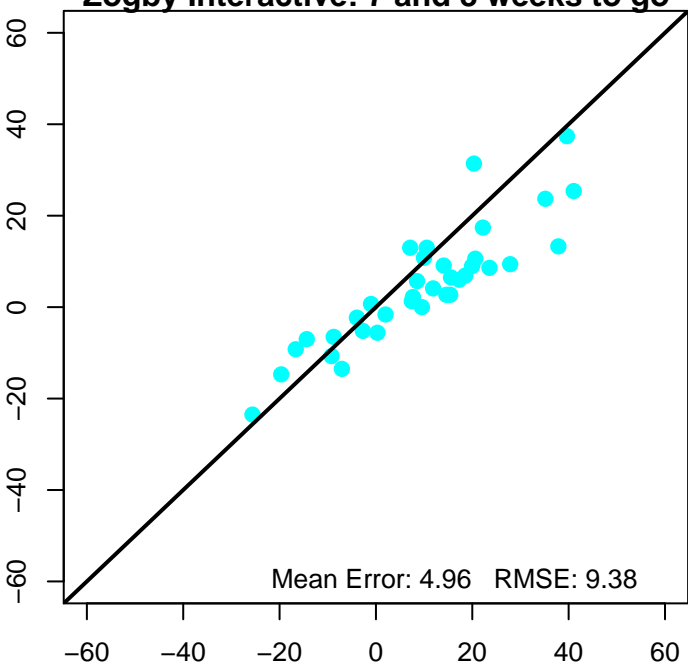
**Rasmussen: 3 and 4 weeks to go**



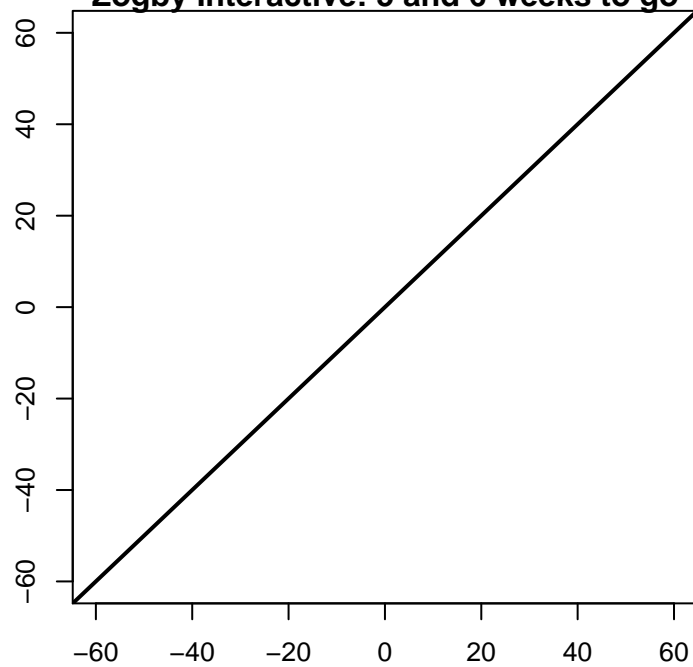
**Rasmussen: 1 and 2 weeks to go**



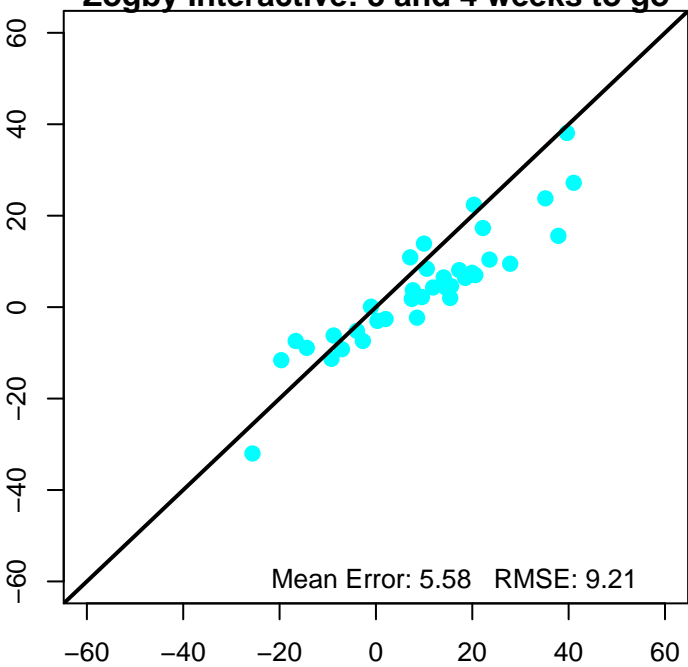
**Zogby Interactive: 7 and 8 weeks to go**



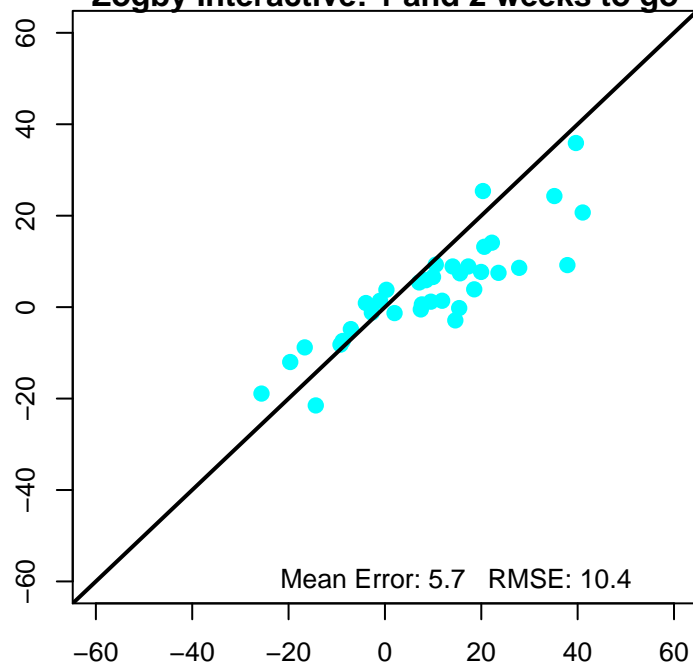
**Zogby Interactive: 5 and 6 weeks to go**



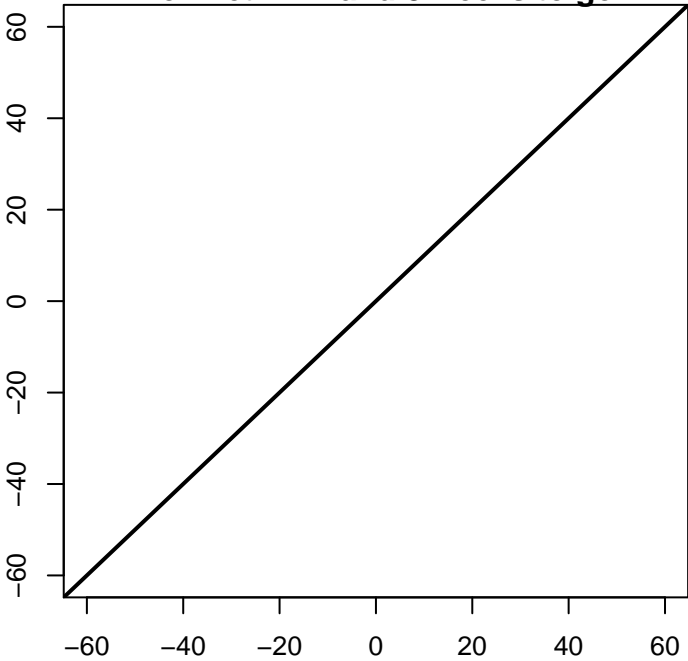
**Zogby Interactive: 3 and 4 weeks to go**



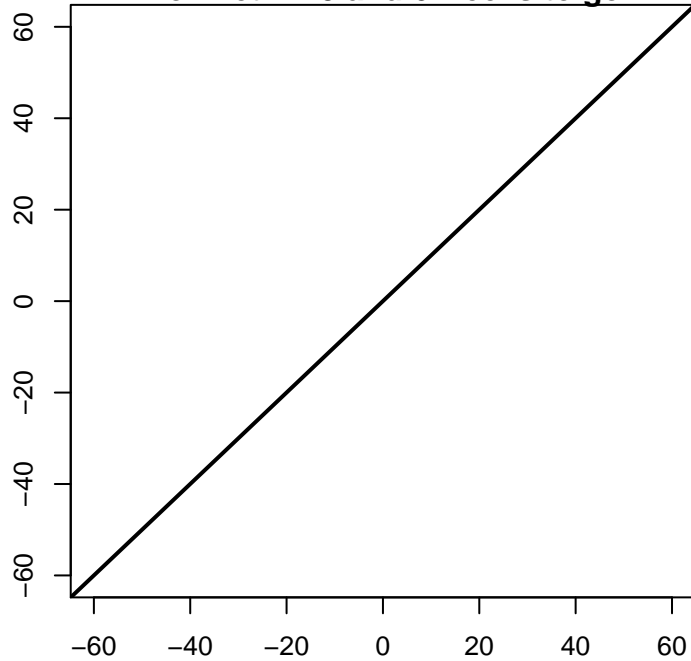
**Zogby Interactive: 1 and 2 weeks to go**



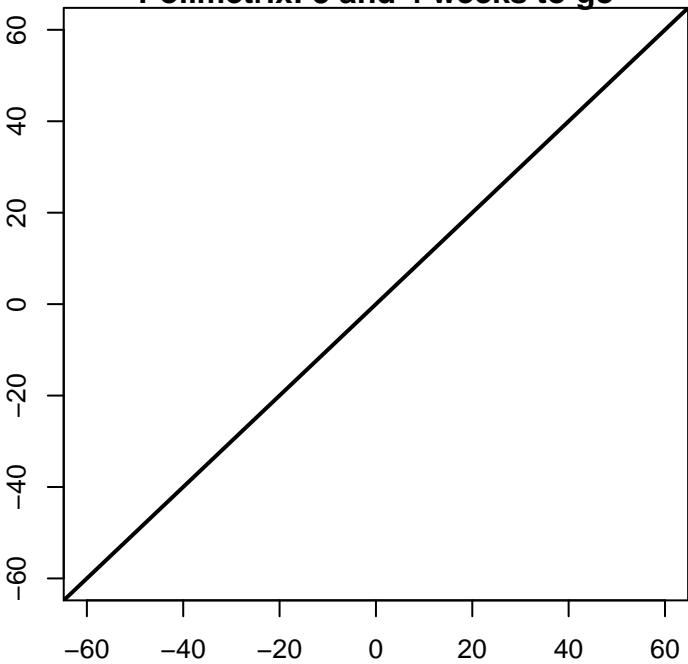
**Polimetrix: 7 and 8 weeks to go**



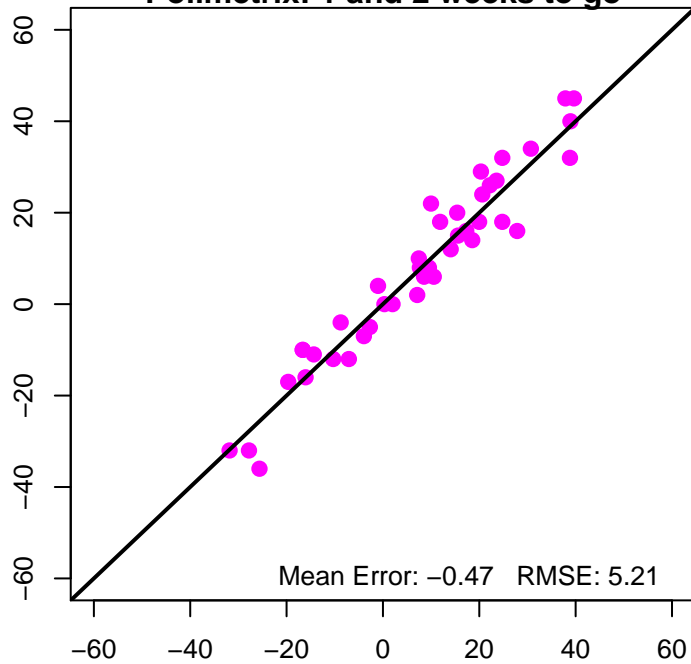
**Polimetrix: 5 and 6 weeks to go**



**Polimetrix: 3 and 4 weeks to go**

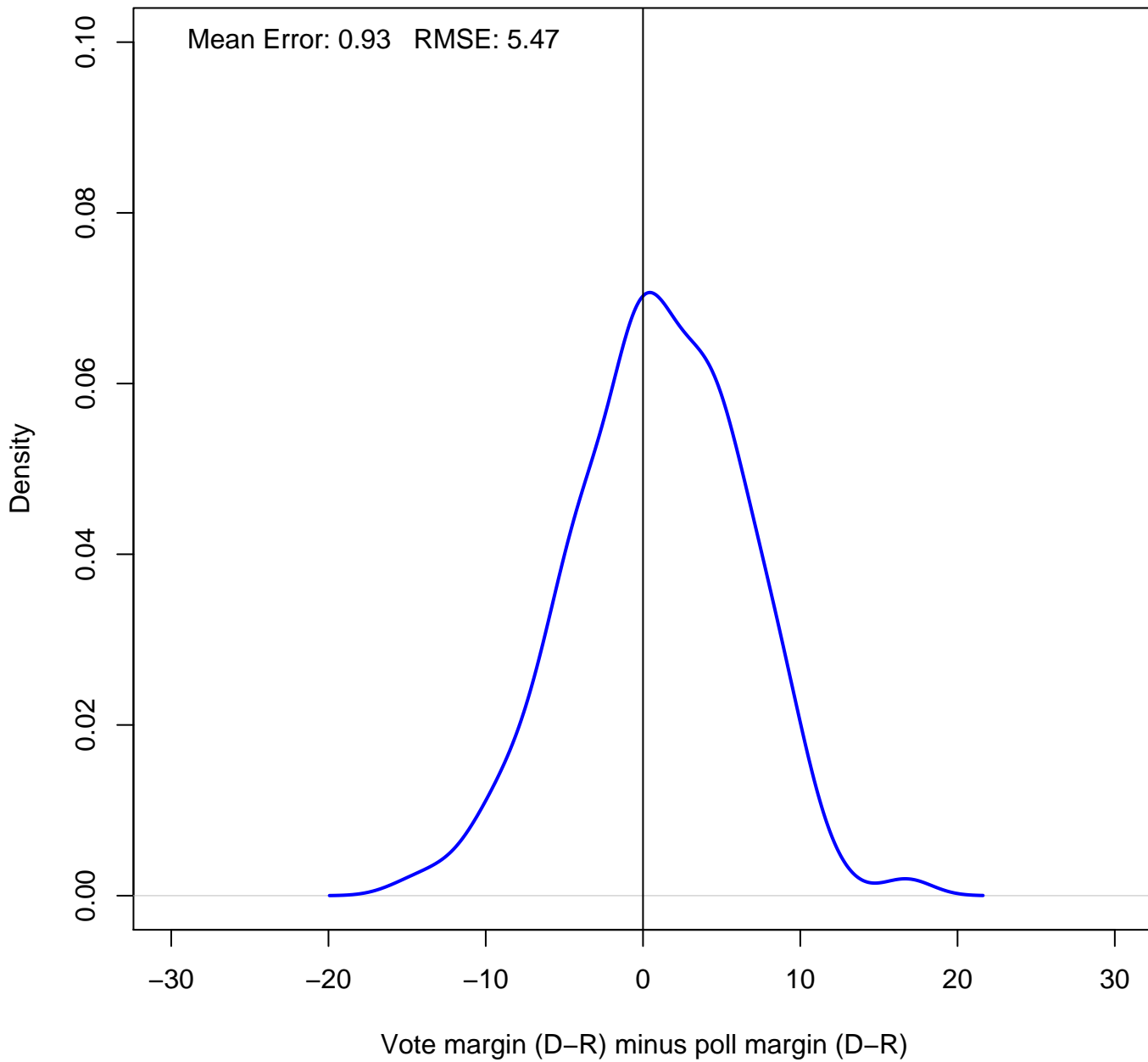


**Polimetrix: 1 and 2 weeks to go**



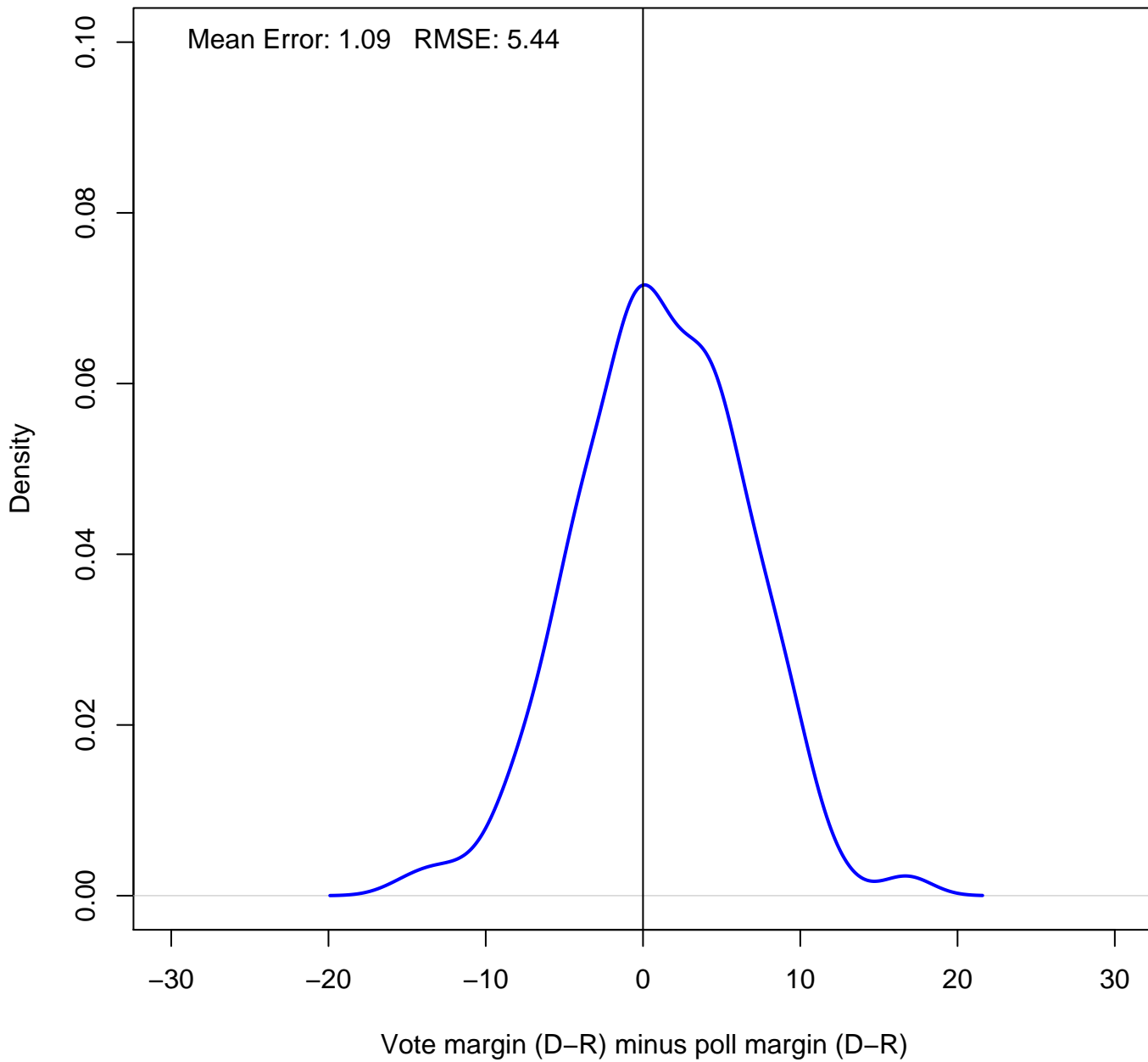
# Distribution of polling errors, 2006

Phone: Last four weeks



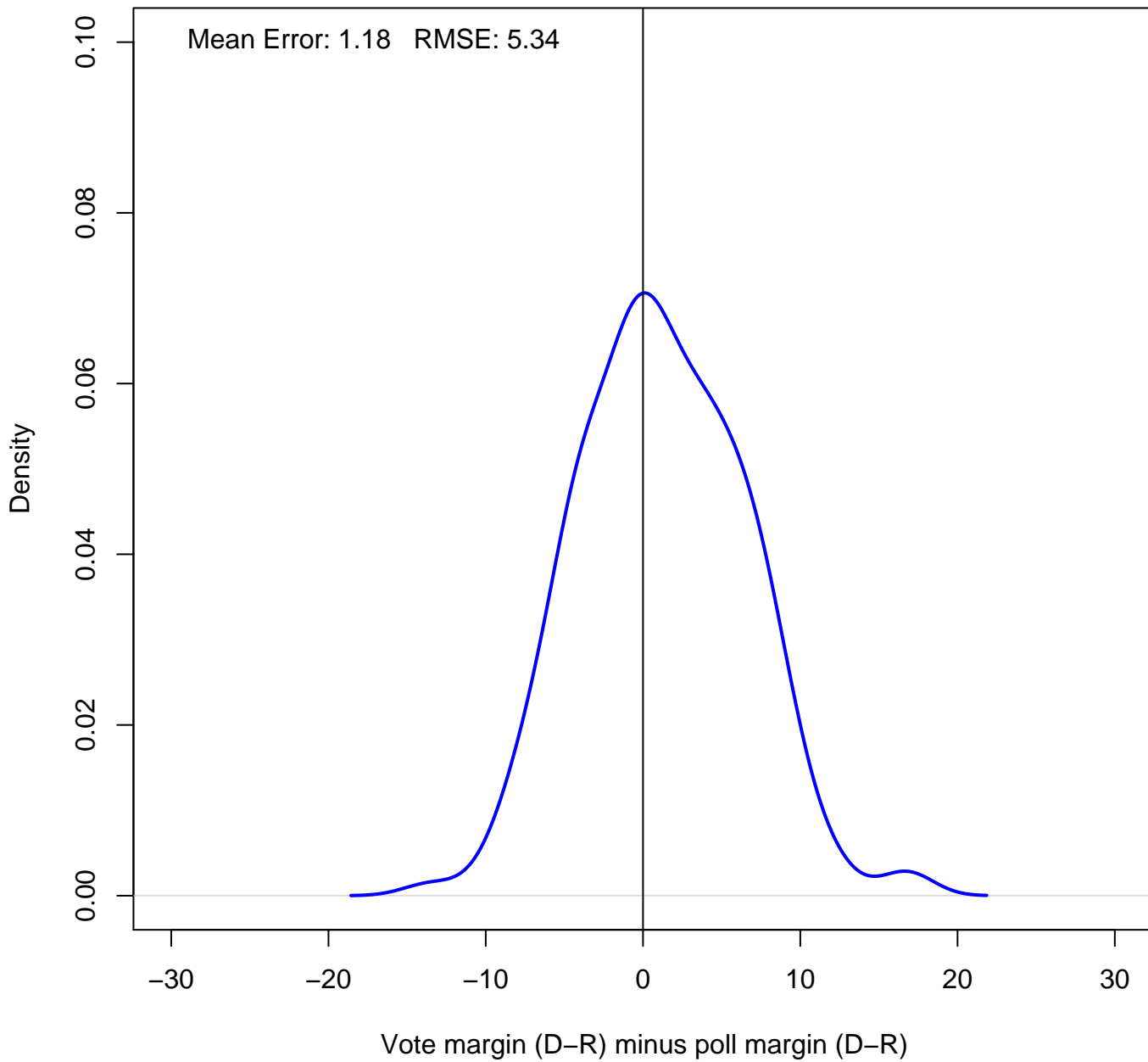
# Distribution of polling errors, 2006

Phone: Last three weeks



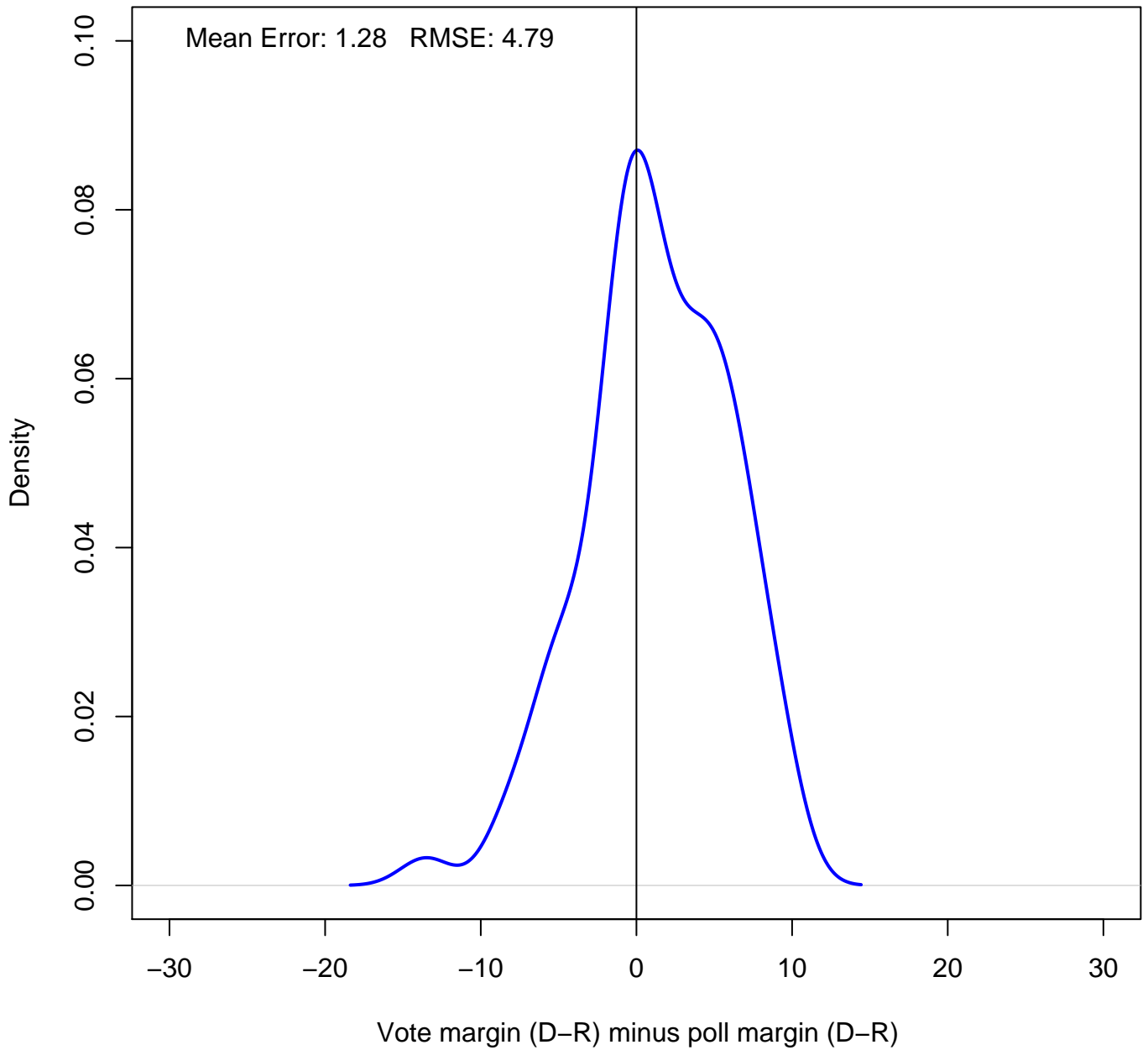
# Distribution of polling errors, 2006

## Phone: Last two weeks



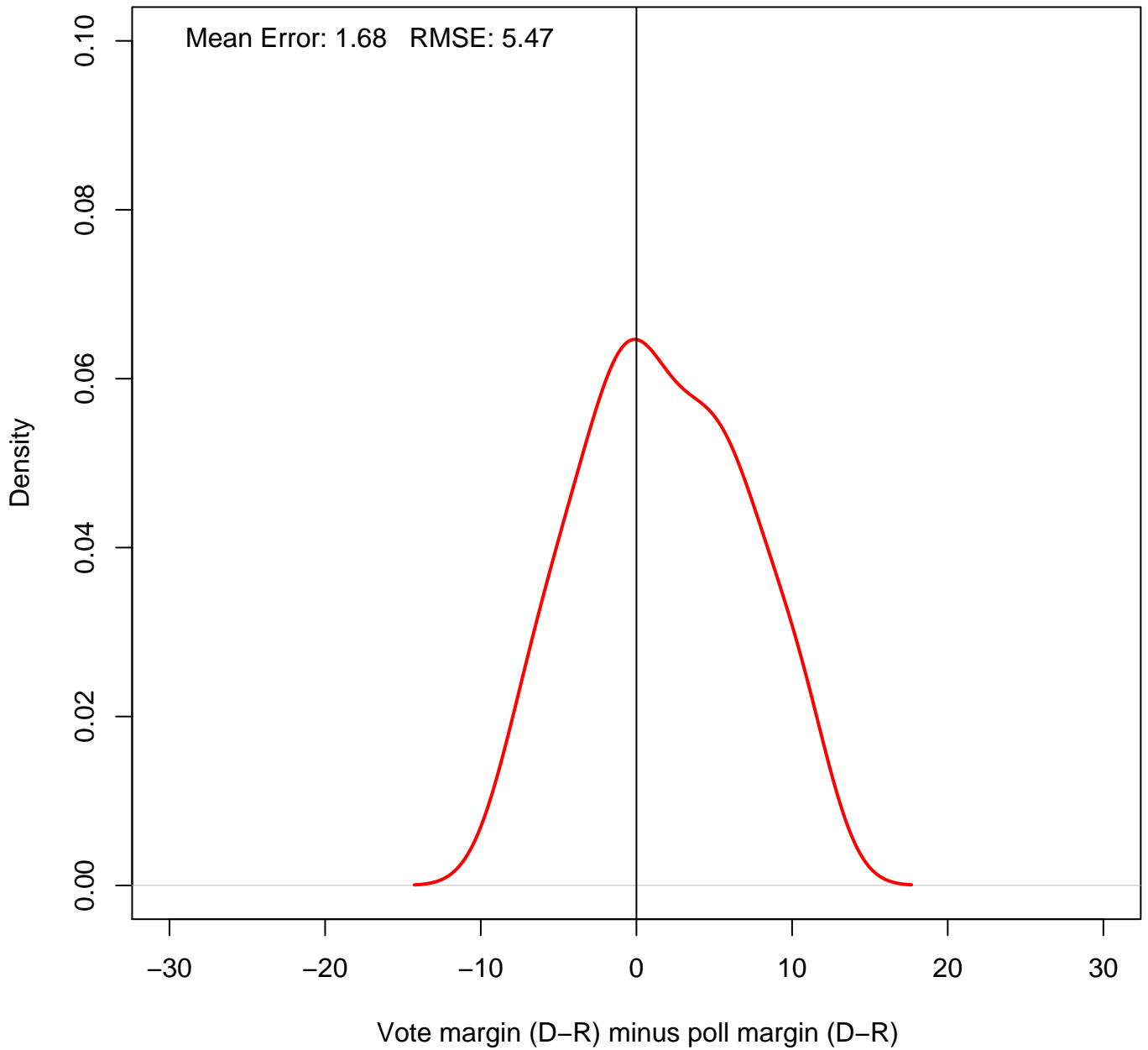
# Distribution of polling errors, 2006

## Phone: Last week



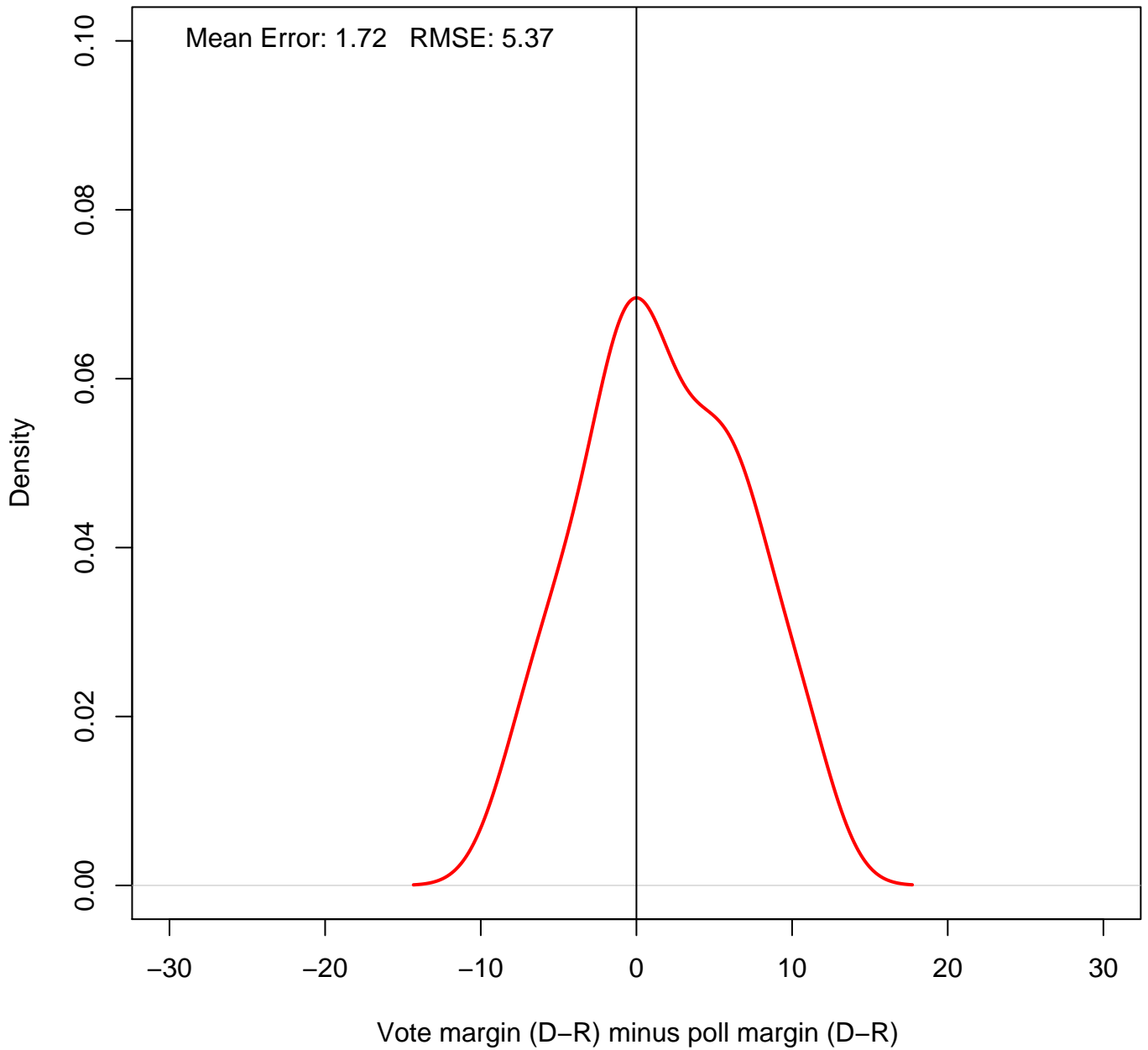
# Distribution of polling errors, 2006

## SurveyUSA: Last four weeks



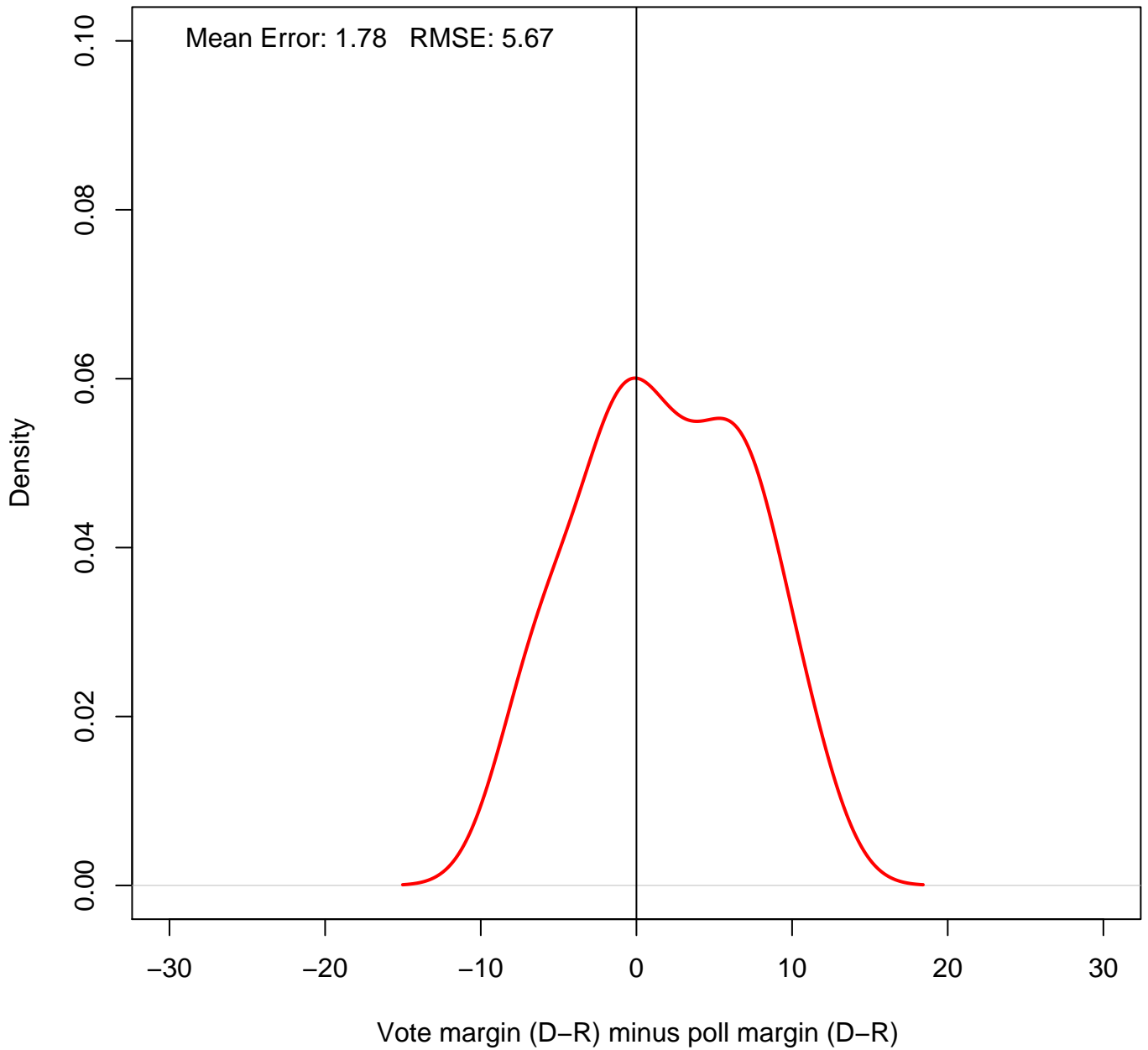
# Distribution of polling errors, 2006

## SurveyUSA: Last three weeks



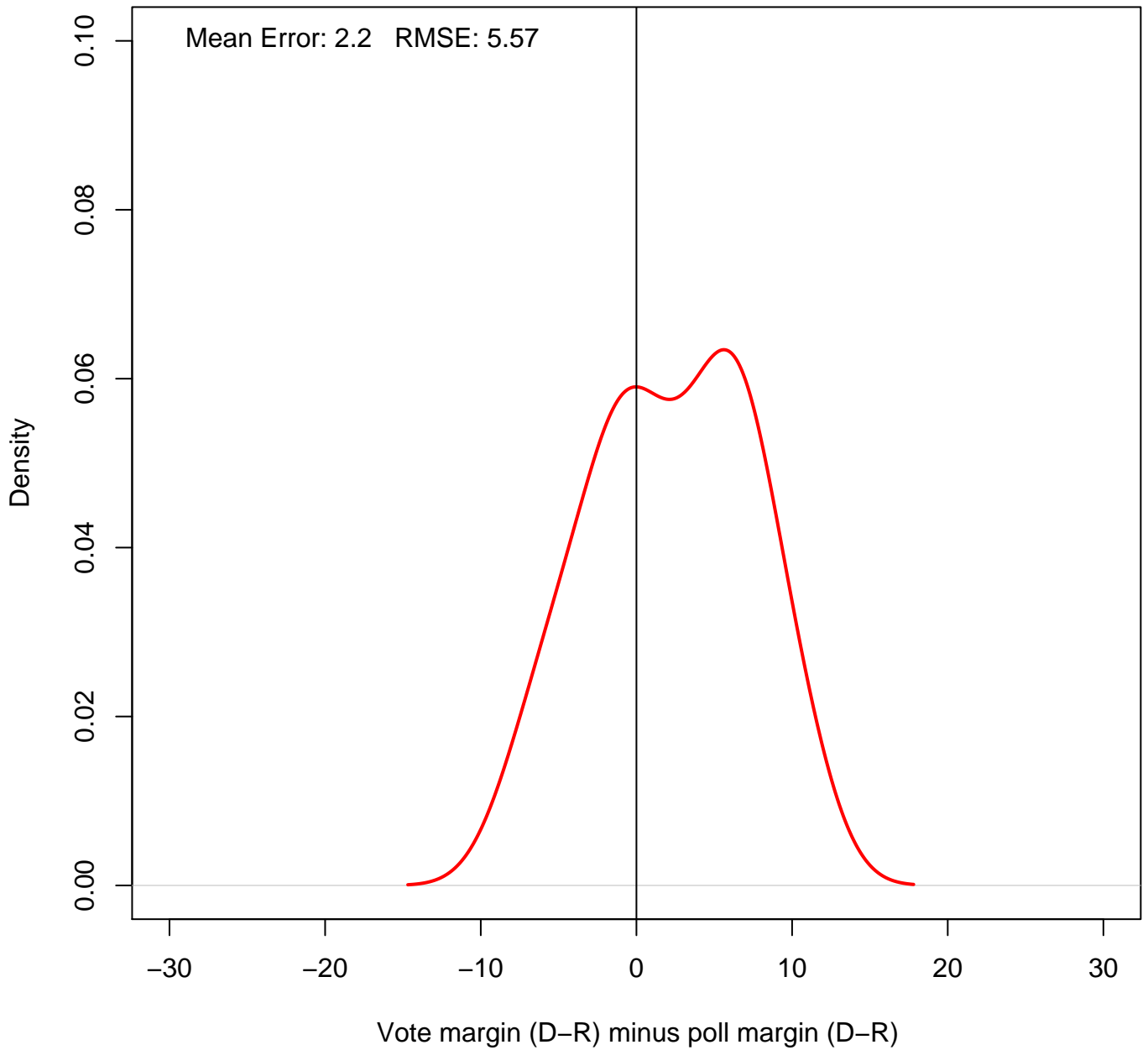
# Distribution of polling errors, 2006

## SurveyUSA: Last two weeks



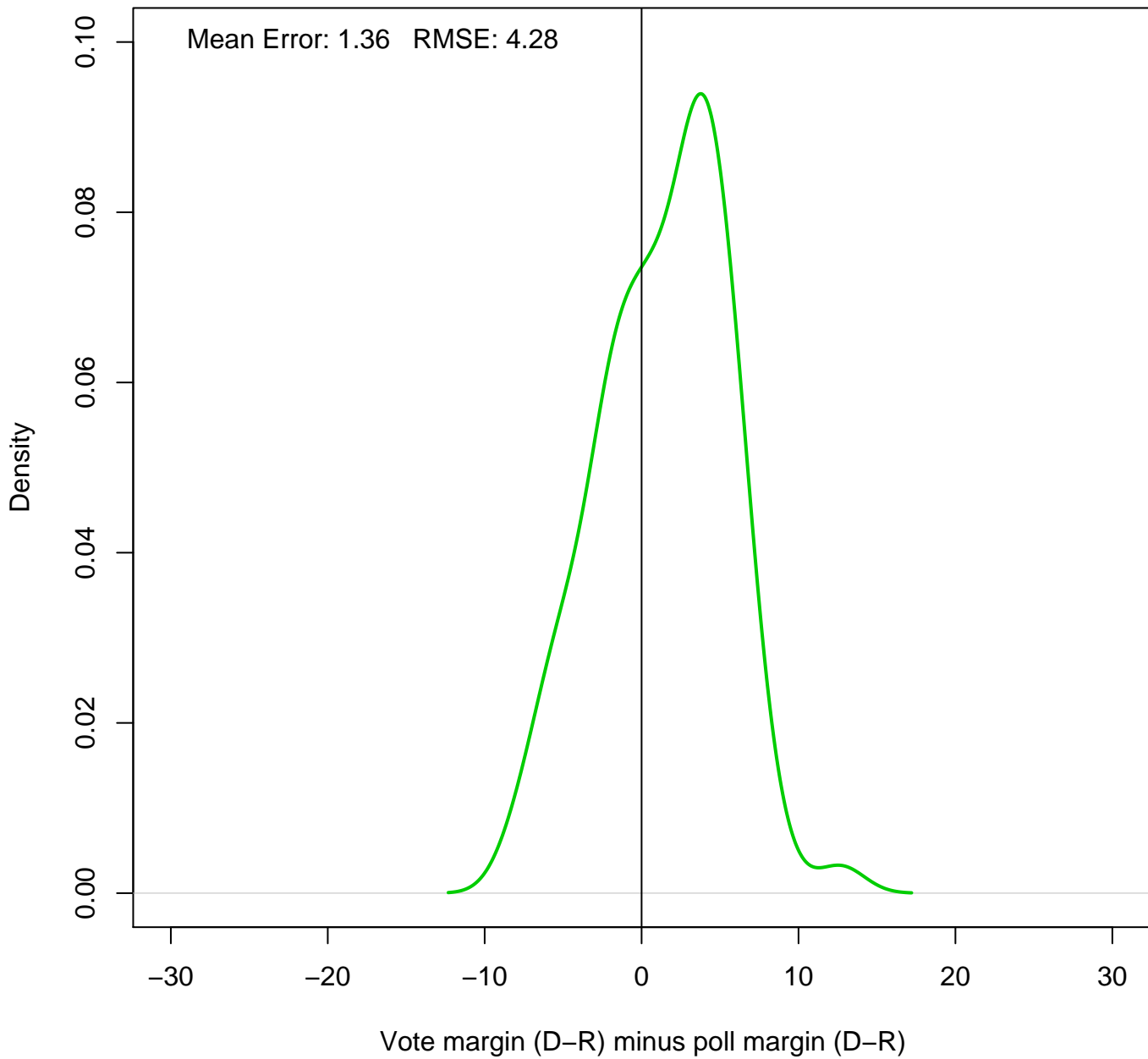
# Distribution of polling errors, 2006

## SurveyUSA: Last week



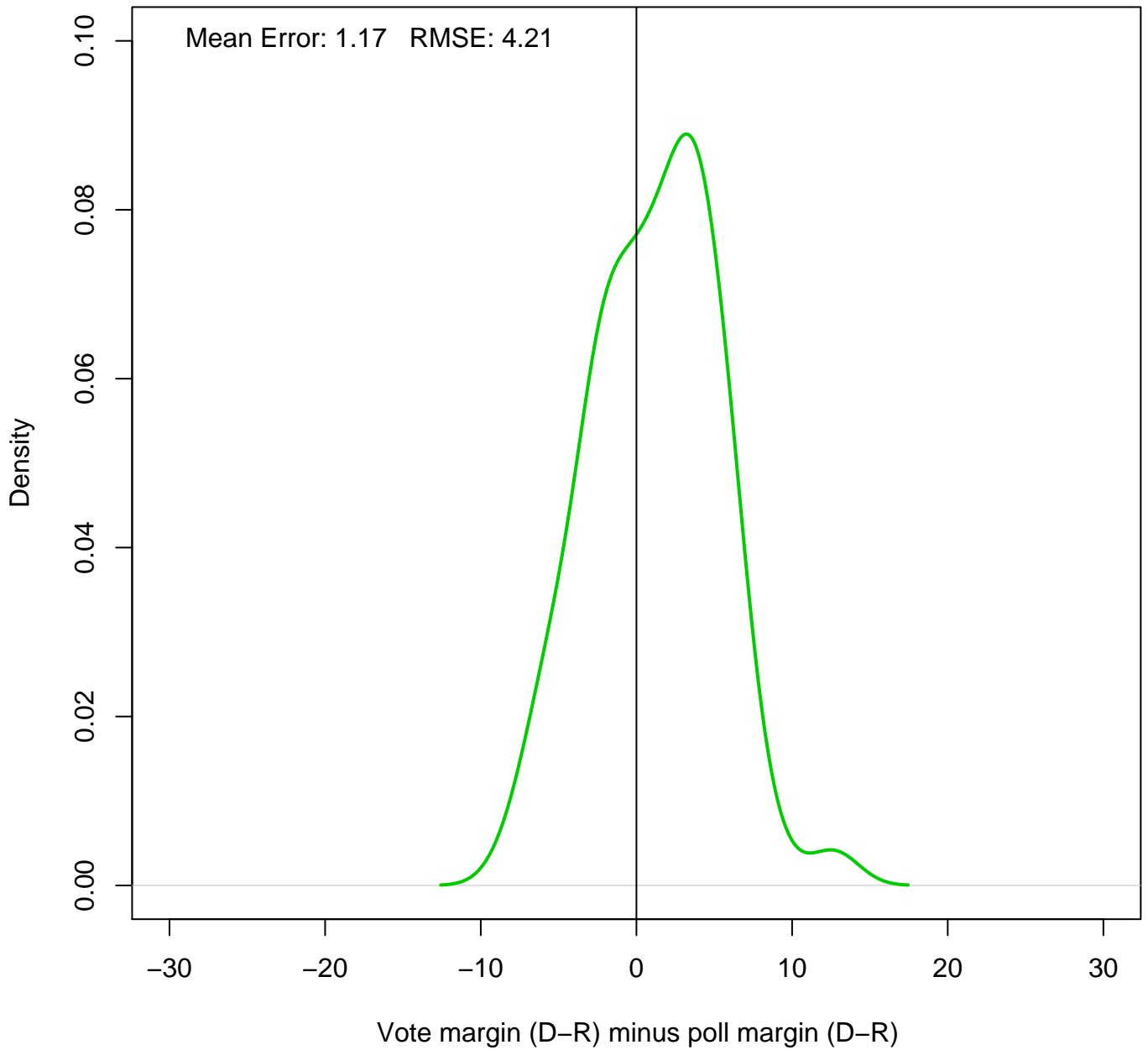
# Distribution of polling errors, 2006

## Rasmussen: Last four weeks



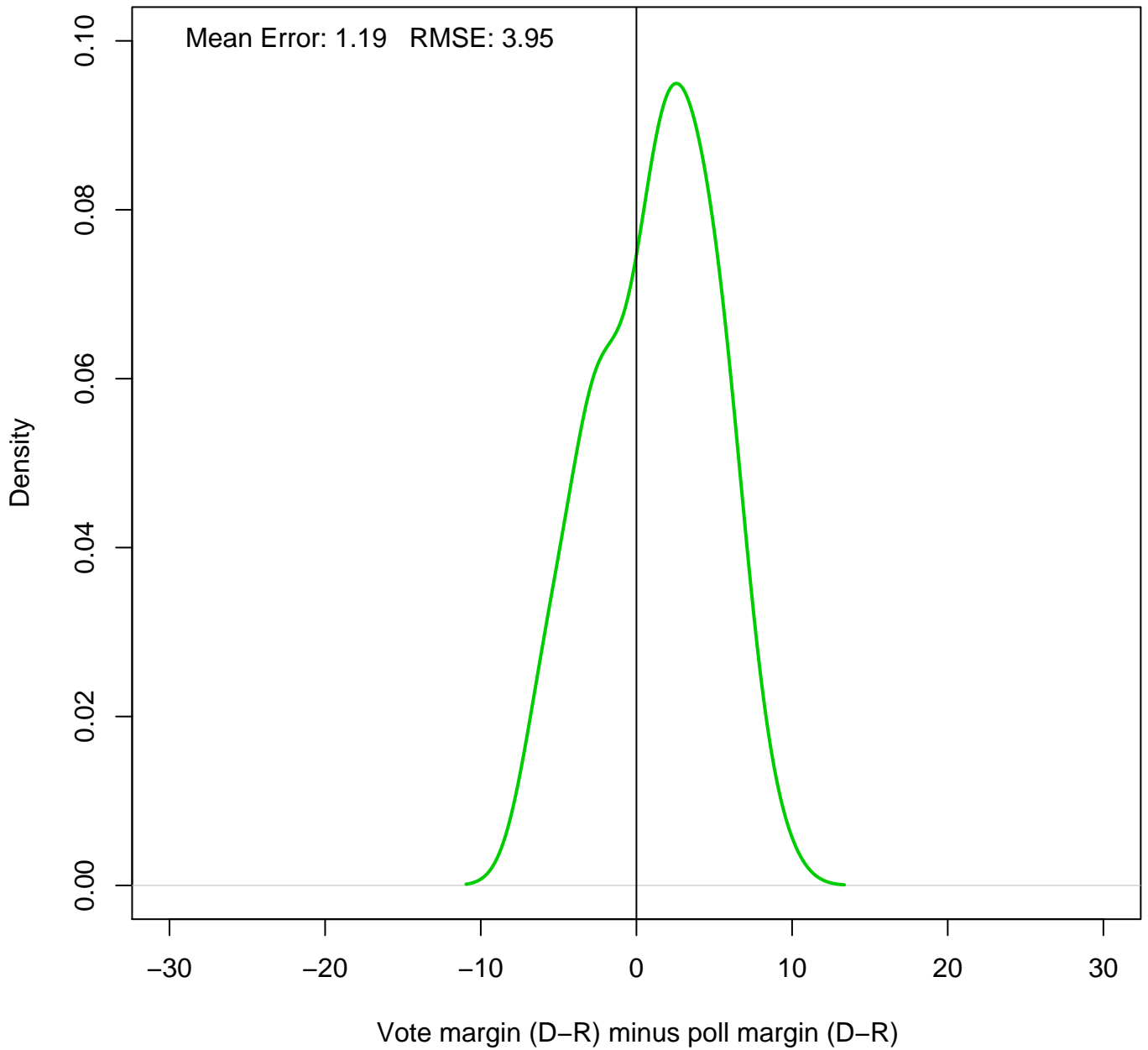
# Distribution of polling errors, 2006

## Rasmussen: Last three weeks



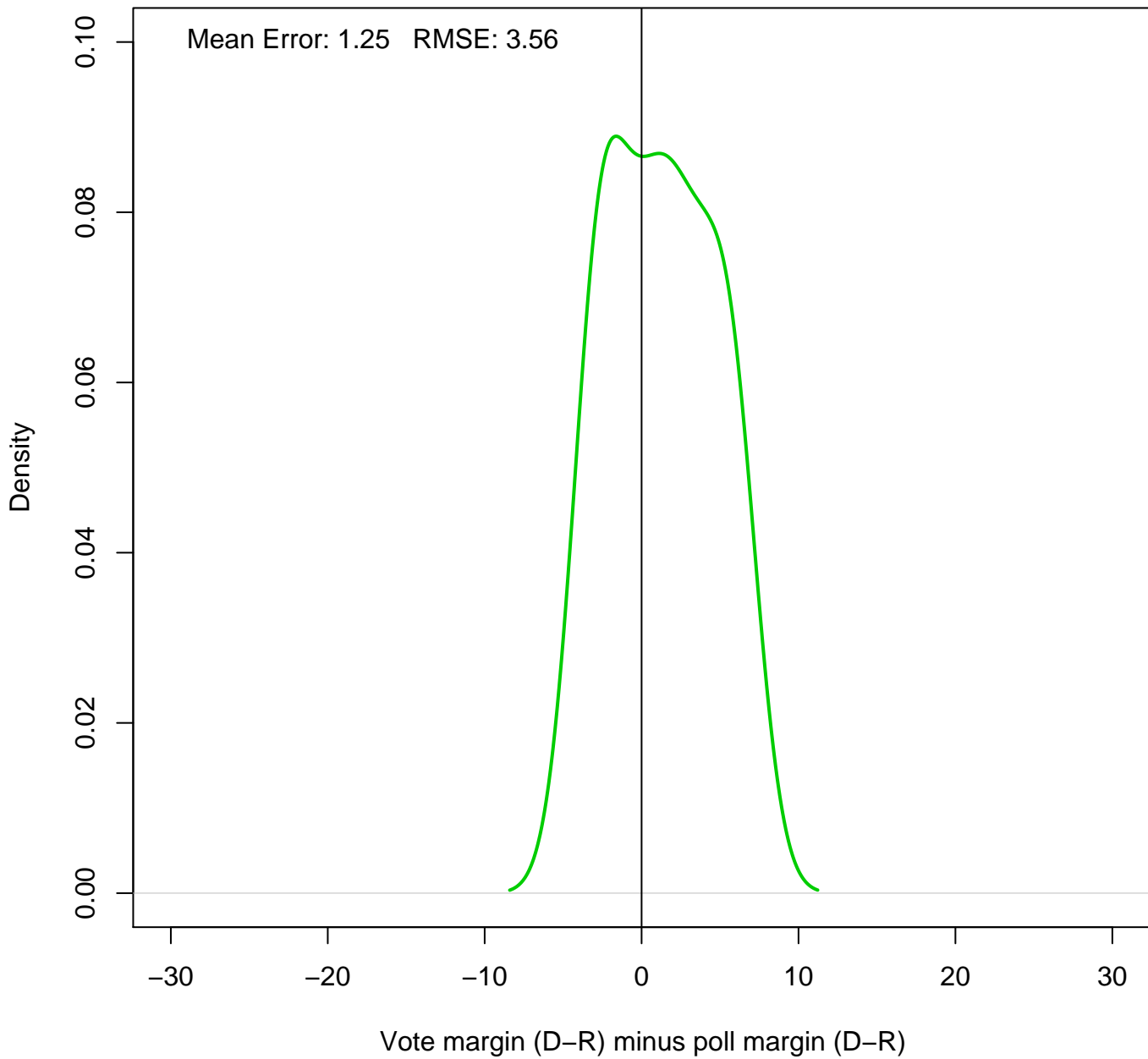
# Distribution of polling errors, 2006

## Rasmussen: Last two weeks



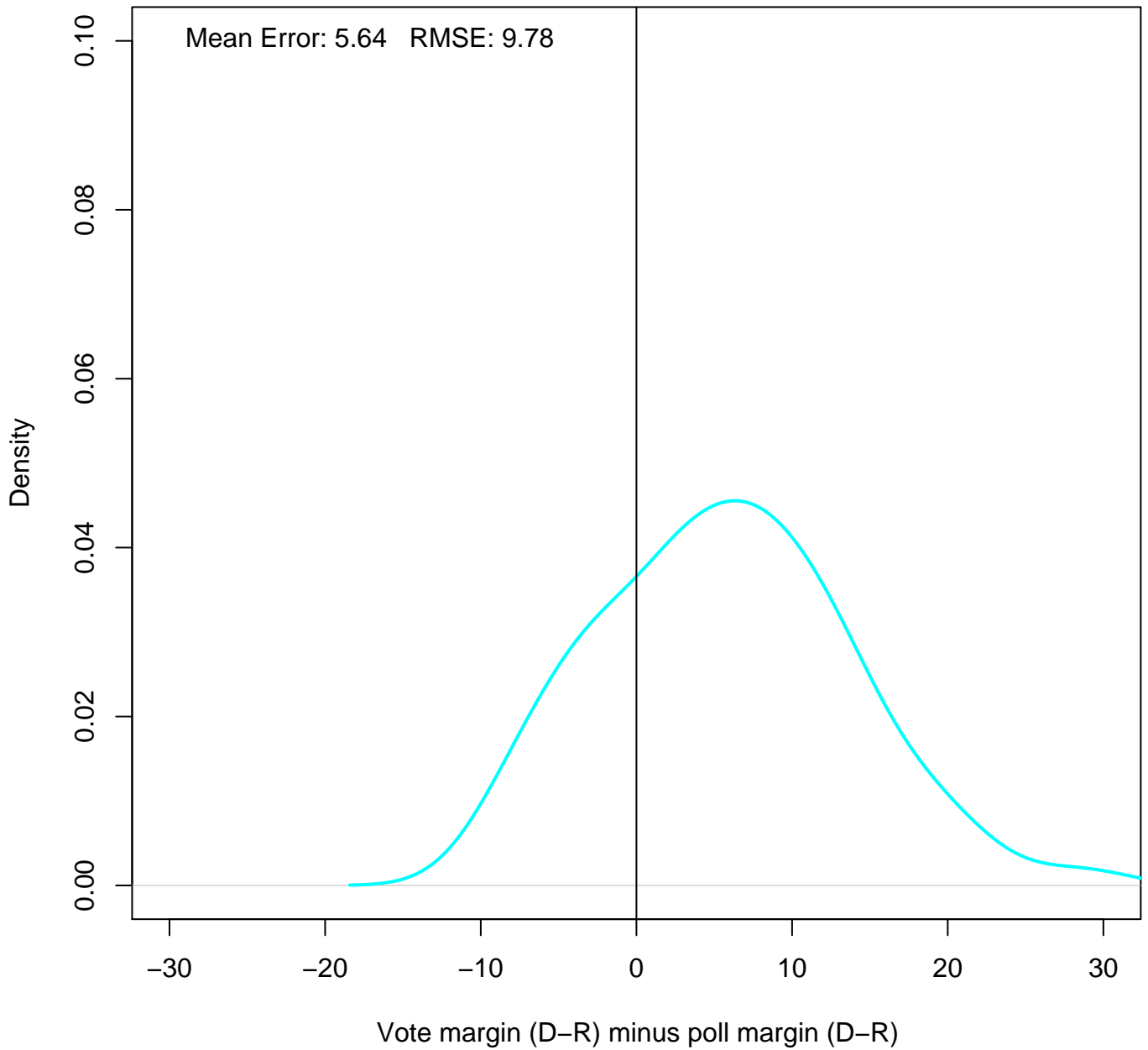
# Distribution of polling errors, 2006

## Rasmussen: Last week



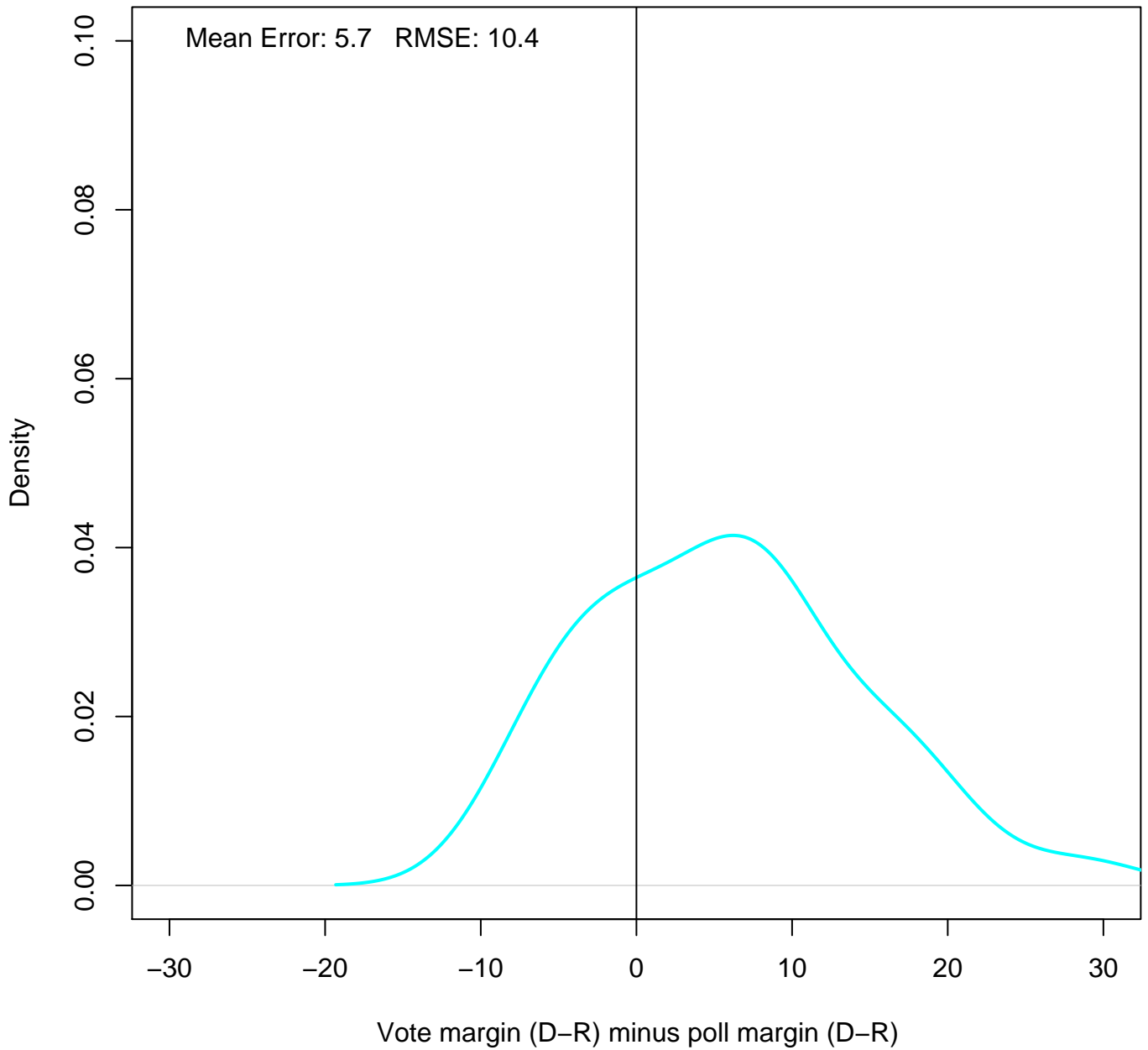
# Distribution of polling errors, 2006

## Zogby Interactive: Last four weeks



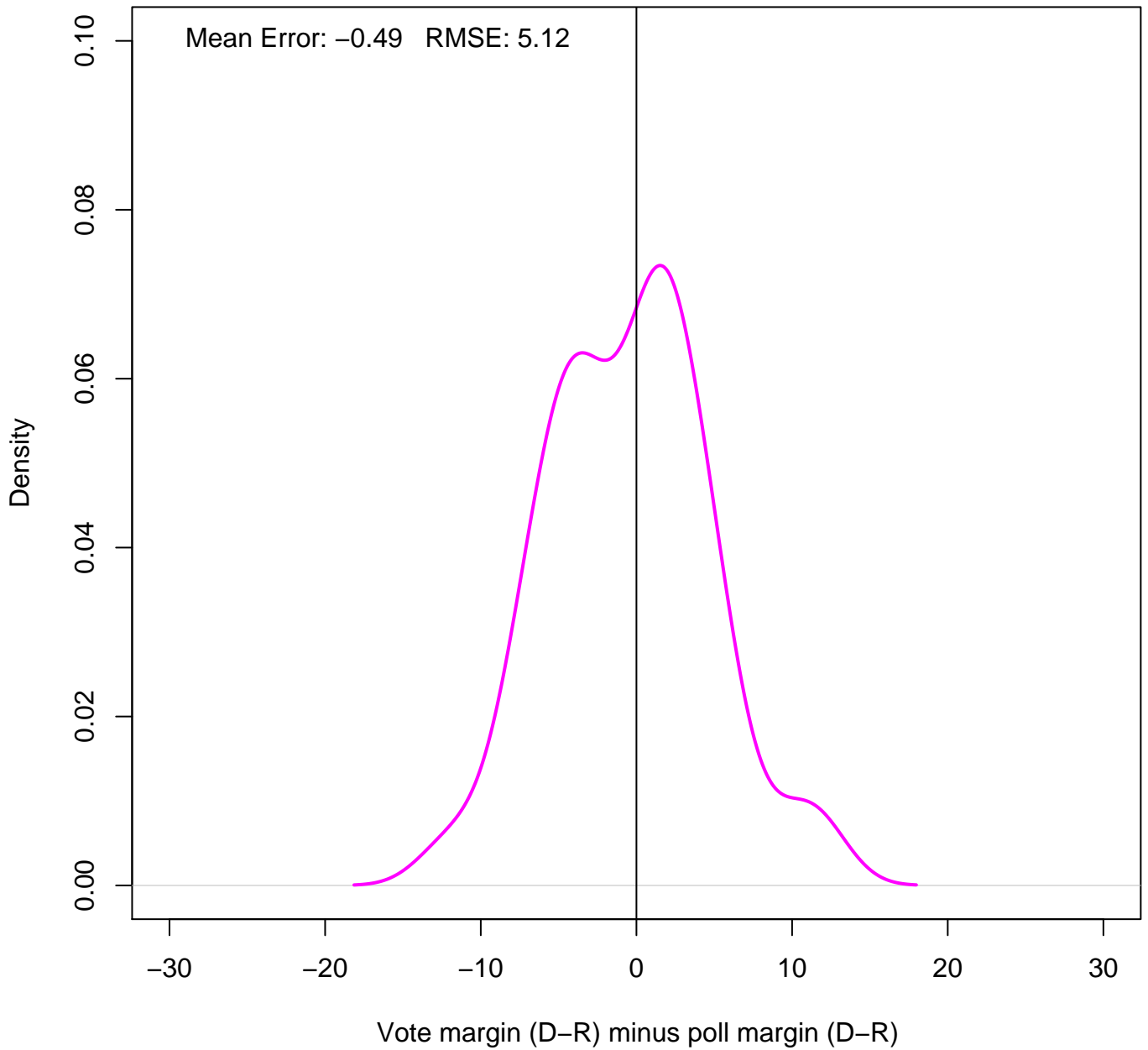
# Distribution of polling errors, 2006

## Zogby Interactive: Last two weeks



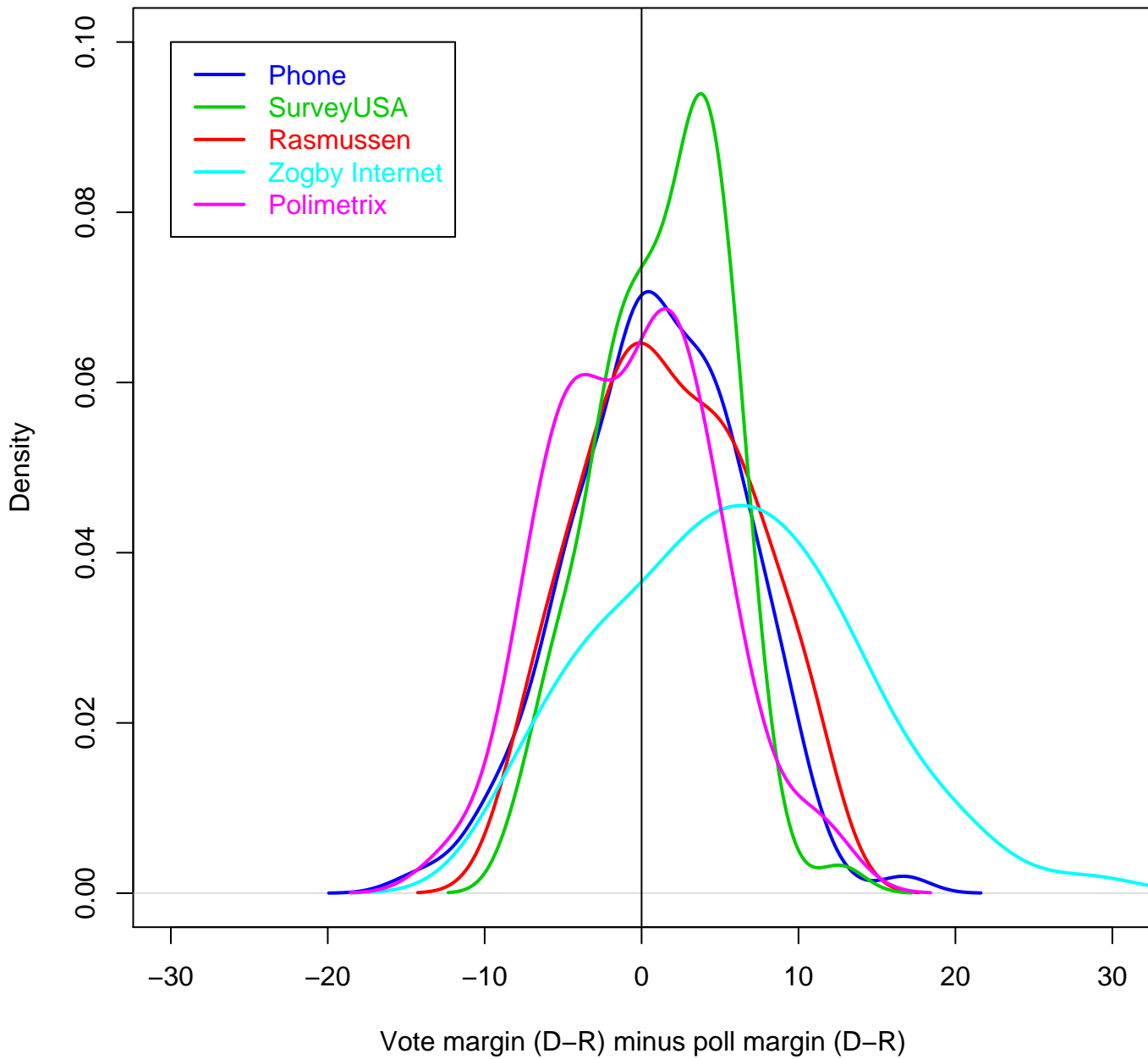
# Distribution of polling errors, 2006

## Polimetrix: Last week



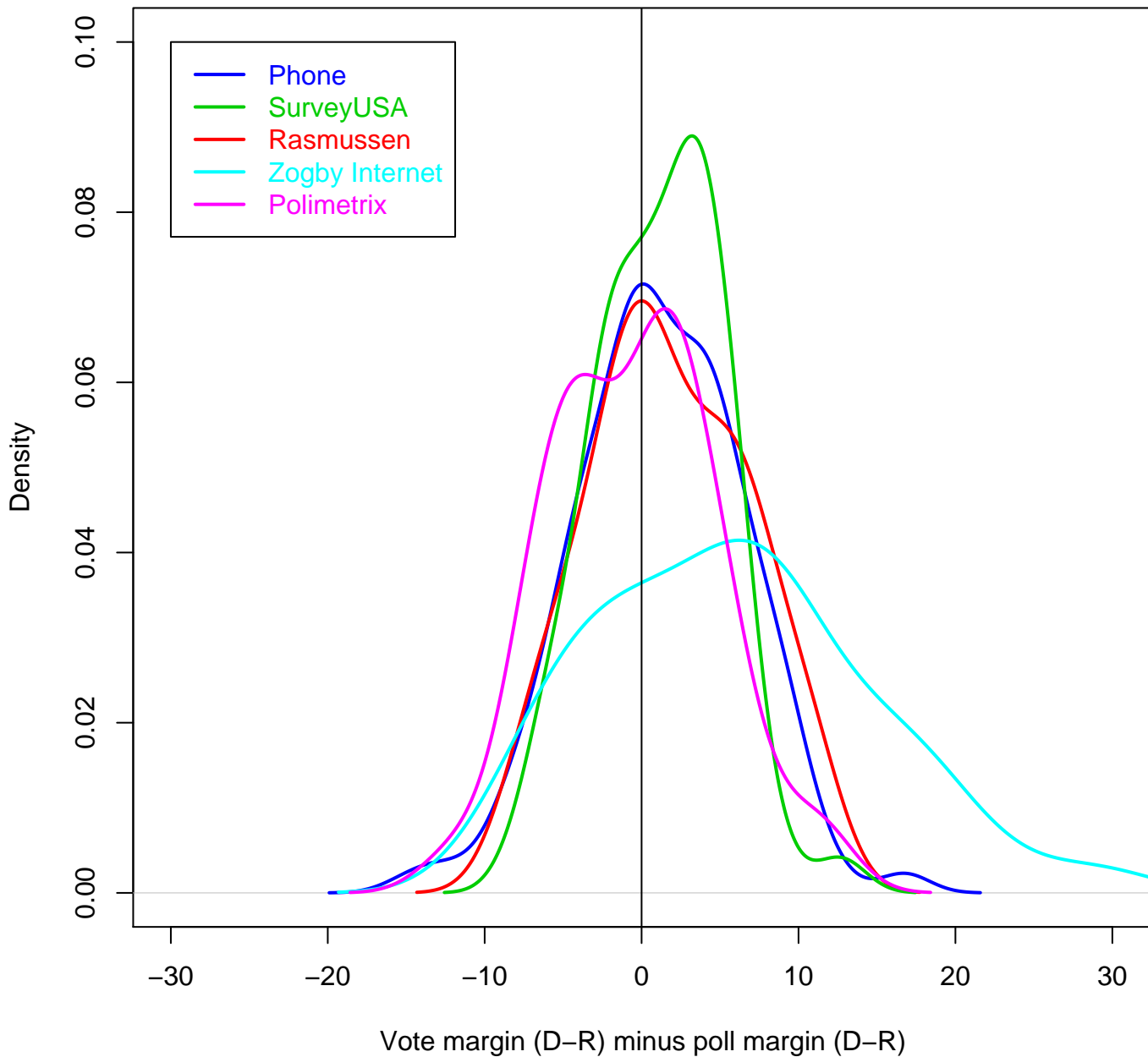
# Distribution of polling errors, 2006

## Last four weeks



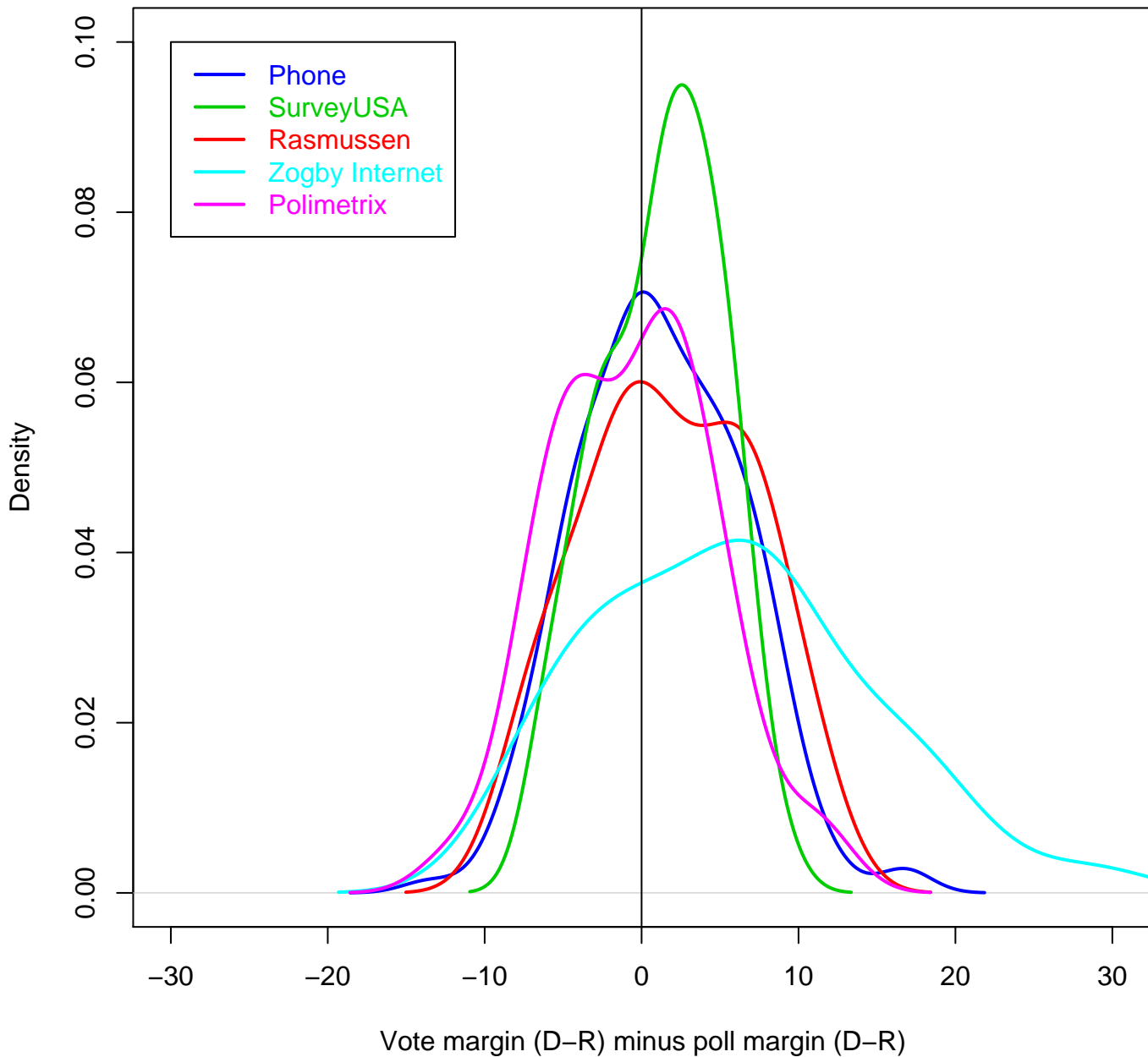
# Distribution of polling errors, 2006

## Last three weeks



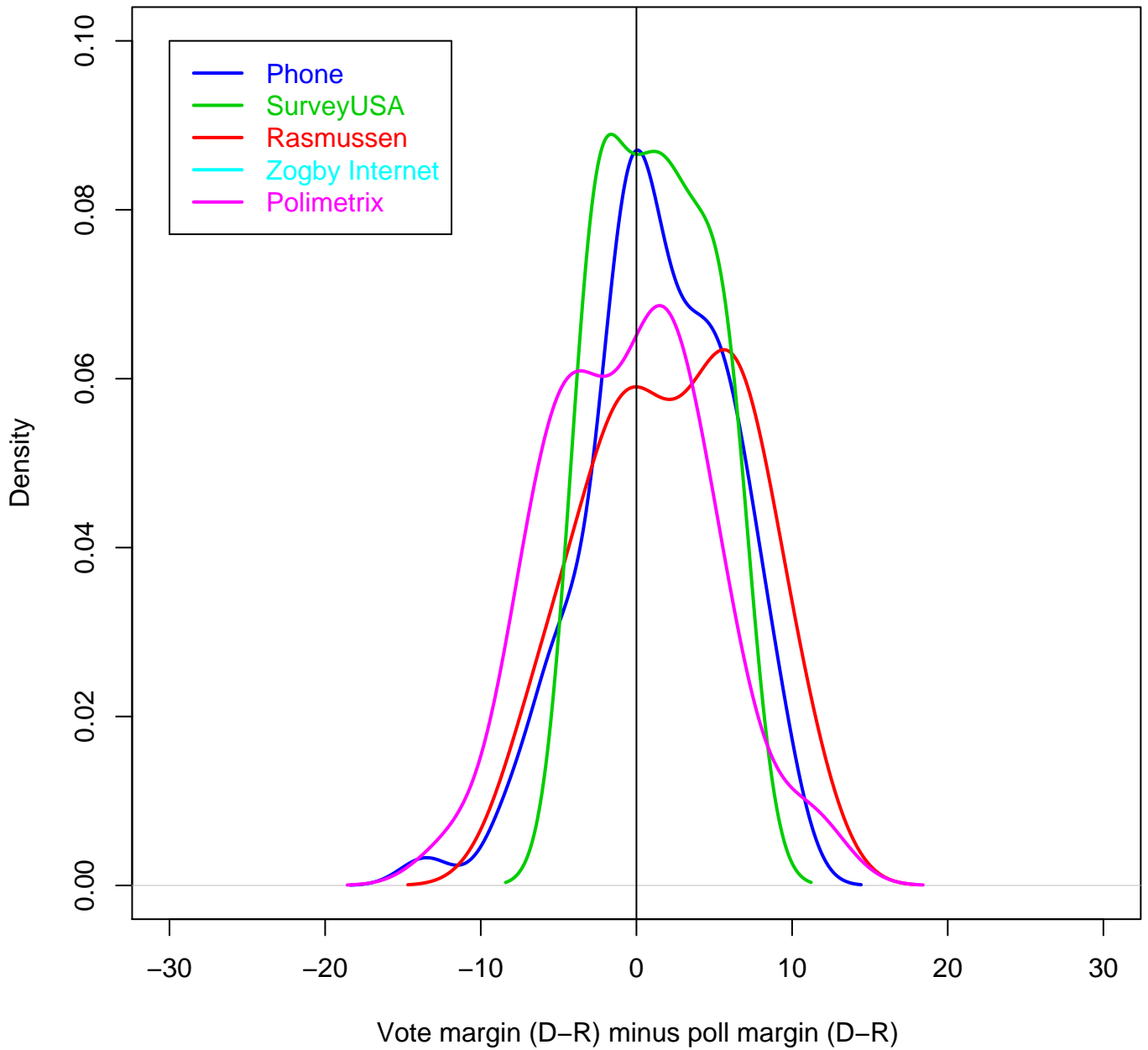
# Distribution of polling errors, 2006

## Last two weeks

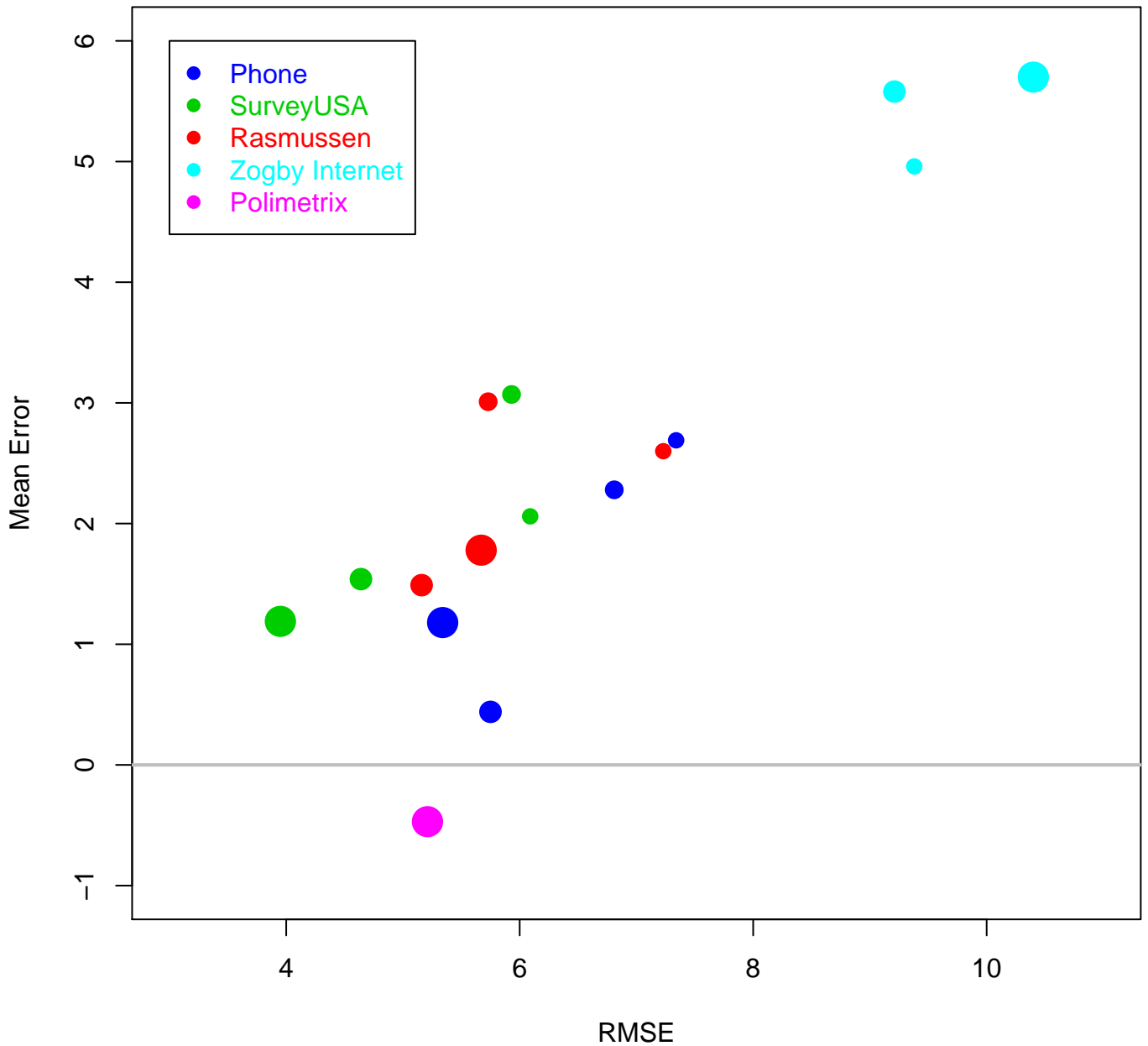


# Distribution of polling errors, 2006

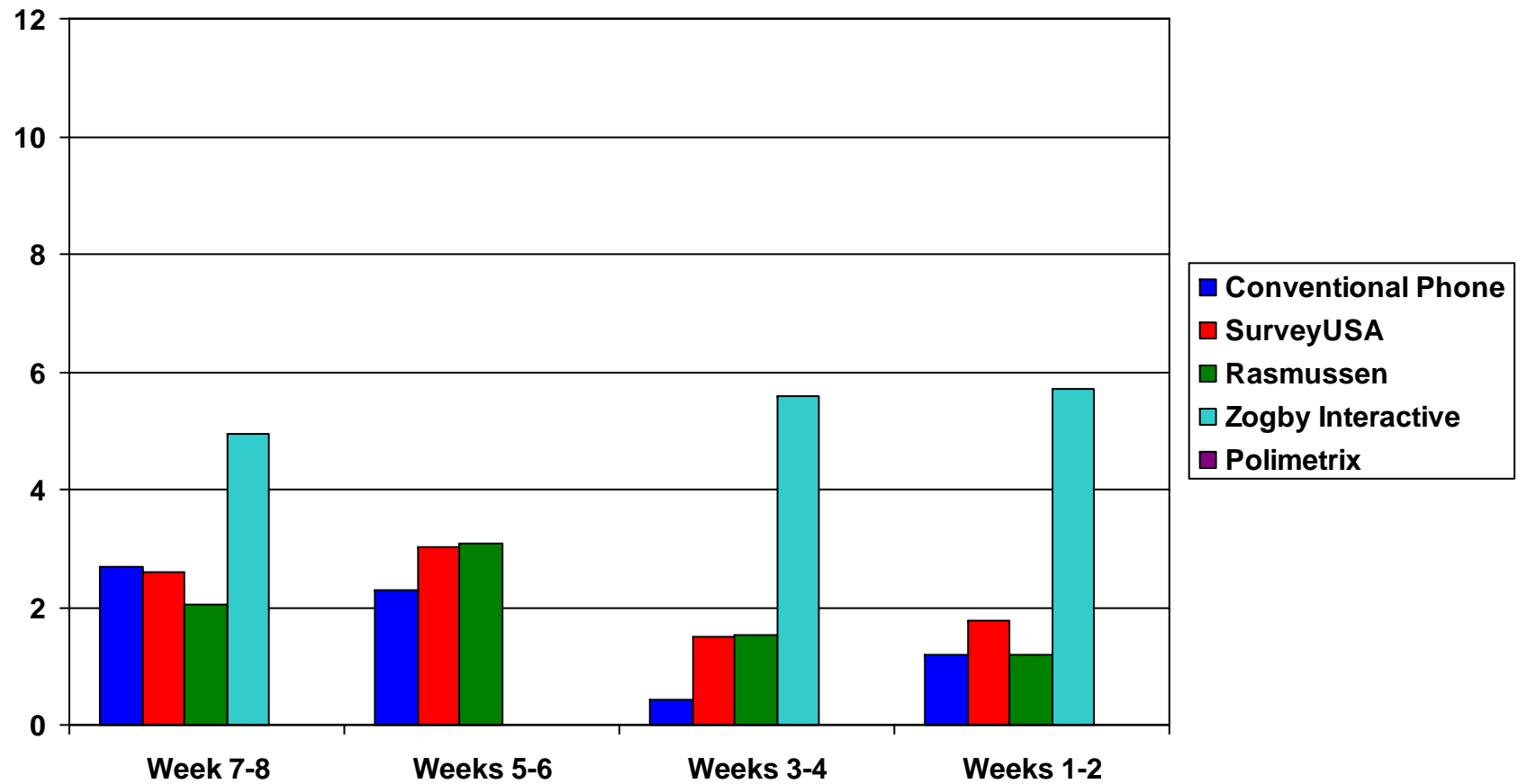
## Last week



**Mean and RMSE by Poll Type**  
**Point size proportional to election proximity**



# Summary: Mean Error



# Summary: RMSE

