

National Council on Public Polls - Error Measure  
**2000-Preliminary**

	<u>Gore</u>	<u>Bush</u>	<u>Nader</u>	<u>Un- decided</u>	<u>Other</u>	<u>Gore- Bush</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	48%	48%	3%		1%	0%		
Zogby	48%	46%	5%	0%	1%	2%	2%	1.00%
CBS	45%	44%	4%	5%	2%	1%	1%	0.50%
Harris (Phone)	47%	47%	5%	0%	1%	0%	0%	0.00%
Gallup/CNN/U SA Today	46%	48%	4%	0%	2%	-2%	2%	1.00%
Pew Research	47%	49%	4%	0%	0%	-2%	2%	1.00%
IBD/CSM/Tipp	46%	48%	4%	0%	2%	-2%	2%	1.00%
ICR/Politics Now	44%	46%	7%	1%	2%	-2%	2%	1.00%
NBC/WSJ	44%	47%	3%	4%	2%	-3%	3%	1.50%
ABC/WashPos t	45%	48%	3%	3%	1%	-3%	3%	1.50%
Battleground	45%	50%	4%	0%	1%	-5%	5%	2.50%
						Avg. Error	2.20%	1.10%
Alternative Methods								
Harris Interactive	47%	47%	4%	0%	2%	0%	0%	0.00%
Rasmussen	49%	40%	4%			9%	9%	4.50%

-----Allocate Undecided*-----				THIRD PARTY ERROR	
<u>Gore</u>	<u>Bush</u>	<u>Nader</u>	<u>Other</u>	<u>Nader Error</u>	
48%	46%	5.0%	1%	2%	100%
47%	46%	4.0%	2%	1%	100%
47%	47%	5.0%	1%	2%	100%
46%	48%	4.0%	2%	1%	100%
47%	49%	4.0%	0%	1%	100%
46%	48%	4.0%	2%	1%	100%
44%	46%	7.0%	2%	4%	100%
46%	49%	3.0%	2%	0%	100%
46%	49%	3.0%	1%	0%	100%
45%	50%	4.0%	1%	1%	100%
		Avg. Nader Error		1.3%	
47%	47%	4.0%	2%	1%	100%

# 1996

	<u>Clinton</u>	<u>Dole</u>	<u>Perot</u>	<u>Un- decided</u>	<u>Other</u>	<u>Clinton- Dole</u>	<u>Poll - Elect</u>	Margin Error	Candidate
Election Result	49.0%	41%	8%		2%	8%			
CBS/NYT	53%	35%	9%	3%	0%	18%	10%	10%	5.0%
ABC News	51%	39%	7%	3%	0%	12%	4%	4%	2.0%
NBC/WSJ	49%	37%	9.0%	5%	0%	12%	4%	4%	2.0%
Gallup/CNN/U SA Today	52%	41%	7%	0%	0%	11%	3%	3%	1.5%
ICR/Politics Now	51%	38%	11%	0%	0%	13%	5%	5%	2.5%
Hotline/Battleg round	45%	36%	8%	11%	0%	9%	1%	1%	0.5%
Harris	51%	39%	9%	0%	1%	12%	4%	4%	2.0%
Zogby/Reuters	49%	41%	8%	0%	2%	8%	0%	0%	0.0%
PSR/PewCenter	52%	38%	9%	0%	1%	14%	6%	6%	3.0%
								Avg. Total Error	4.1%
									2.1%

-----Allocate Undecided\*-----

<u>Clinton</u>	<u>Dole</u>	<u>Perot</u>	<u>Other</u>	<u>Perot Error</u>	
55%	36%	9%	0%	1%	100%
53%	40%	7%	0%	-1%	100%
52%	39%	9%	0%	1%	100%
52%	41%	7%	0%	-1%	100%
51%	38%	11%	0%	3%	100%
51%	40%	9%	0%	1%	100%
51%	39%	9%	1%	1%	100%
49%	41%	8%	2%	0%	100%
52%	38%	9%	1%	1%	100%
			Avg. Perot Error	0.8%	

**1992**

	<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>Un- decided</u>	<u>Other</u>	<u>Clinton- Bush</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	43%	37%	19%		1%	6%		
Harris	44%	38%	17%	0%	1%	-	-	-
Gallup/CNN/U SA Today	49%	37%	14%	0%	0%	12%	6%	3.0%
NBC/WSJ	44%	36%	15%	5%	0%	8%	2%	1.0%
CBS/NYT	45%	37%	15%	3%	0%	8%	2%	1.0%
ABC News Washington Post	44%	37%	16%	3%	0%	7%	1%	0.5%
	43%	35%	16%	6%	0%	8%	2%	1.0%
					Avg Total Error		2.2%	1.1%

-----Allocate Undecided\*-----

<u>Clinton</u>	<u>Bush</u>	<u>Perot</u>	<u>Other</u>	<u>Perot Error</u>	
44%	38%	17%	1%	2%	100%
49%	37%	14%	0%	5%	100%
46%	38%	16%	0%	3%	100%
46%	38%	15%	0%	4%	100%
45%	38%	16%	0%	3%	100%
46%	37%	17%	0%	2%	100%
				3.0%	

**1988**

	<u>Bush</u>	<u>Dukakis</u>	<u>Un- decided</u>	<u>Other</u>	<u>Bush- Dukakis</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	53%	46%		1%	7%		
Gallup Gordon Black/USA Today	56%	44%	0%	0%	12%	5%	2.5%
CBS/NYT	52%	42%	5%	1%	10%	3%	1.5%
ABC News	52%	43%	5%	0%	9%	2%	1.0%
Harris	54%	44%	2%	0%	10%	3%	1.5%
	50%	46%	4%	0%	4%	-3%	-1.5%
			Avg. Total Error			3.2%	1.6%

**1984**

	<u>Reagan</u>	<u>Mondale</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Reagan-</u> <u>Mondale</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	59%	41%			18%		
Gordon							
Black/USA							
Today	61%	34%	5%		27%	9%	4.4%
CBS/NYT	58%	37%	5%		21%	3%	1.4%
Gallup	59%	41%	0%		18%	0%	-0.1%
ABC News	57%	39%	4%		18%	0%	-0.1%
Harris	56%	44%	0%		12%	-6%	-3.1%
Roper	51%	41%	8%		10%	-8%	-4.1%
Avg. Total Error						4.3%	2.2%

**1980**

	<u>Reagan</u>	<u>Carter</u>	<u>Anderson</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Reagan-</u> <u>Carter</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	51%	41%	7%		1%	10%		
CBS/NYT	44%	43%	8%	4%	1%	1%	-9%	-4.5%
Gallup	47%	44%	8%	0%	1%	3%	-7%	-3.5%
Harris/ABC	46%	41%	9%	3%	1%	5%	-5%	-2.5%
NBC/AP	42%	36%	10%	9%	3%	6%	-4%	-2.0%
Avg. Total Error							6.3%	3.1%

-----Allocate Undecided\*-----

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<u>Reagan</u>	<u>Carter</u>	<u>Anderson</u>	<u>Other</u>	<u>Anderson Error</u>	
46%	45%	8%	1%	1%	100%
47%	44%	8%	1%	1%	100%
47%	42%	9%	1%	2%	100%
46%	40%	11%	3%	4%	100%
Avg. Anderson Error				2.0%	

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**1976**

	<u>Carter</u>	<u>Ford</u>	<u>McCarthy</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Carter-</u> <u>Ford</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>	
Election Result	50%	48%	1%		1%	2%			
Gallup	48%	49%	2%	0%	1%	-1%	-3%	-1.5%	
Harris/ABC	48%	47%	3%	0%	2%	1%	-1%	-0.5%	
CBS	45%	41%	2%	12%	0%	4%	2%	1.0%	
							Avg Total Error	2.0%	1.0%

-----Allocate Undecided\*-----

<u>Carter</u>	<u>Ford</u>	<u>McCarthy</u>	<u>Other</u>	<u>McCarthy Error</u>	
48%	49%	2%	1%	1%	100%
48%	47%	3%	2%	2%	100%
51%	47%	2%	0%	0%	100%
		Avg. McCarthy Error		1.0%	

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**1972**

	<u>Nixon</u>	<u>McGovern</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Nixon -</u> <u>McGovern</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>	
Election Result	61%	38%		+1%	23%			
ORC	60%	31%	9%	0%	29%	6%	3.0%	
Gallup	62%	38%	0%	0%	24%	1%	0.5%	
Harris	61%	39%	0%	0%	22%	-1%	-0.5%	
						Avg. Total Error	2.7%	1.3%

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**1968**

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Nixon-</u> <u>Humphrey</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	43%	43%	14%		0%	1%		
Gallup	43%	42%	15%	0%	0%	0%	0%	0.0%
Harris	41%	45%	14%	0%	0%	-4%	-5%	-2.5%
					Avg. Total Error		2.5%	1.3%

-----Allocate Undecided\*-----

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Other</u>	<u>Wallace Error</u>	
	43%	42%	15%	0%	1%	100%
	41%	45%	14%	0%	0%	100%
			Avg.Wallace Error		0.5%	

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**1964**

	<u>Johnson</u>	<u>Goldwater</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Johnson-</u> <u>Goldwater</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	61%	39%		+0%	23%		
Gallup	64%	36%	0%	0%	28%	5%	2.5%
Harris	64%	36%	0%	0%	28%	5%	2.5%
					Avg. Total Error	5.0%	2.5%

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**1960**

	<u>Kennedy</u>	<u>Nixon</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Kennedy-</u> <u>Nixon</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	50%	50%		+0%	0%		
Gallup	51%	49%	0%	0%	2%	2%	1.0%
					Avg. Total Error	2.0%	1.0%

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**1956**

	<u>Eisenh'r</u>	<u>Stevenson</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Eisenh'r-</u> <u>Stevenson</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	58%	42%		+0%	16%		
Gallup	59.5%	40.5%	0%	0%	19%	3%	1.5%
				Avg. Total Error		3.0%	1.5%

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**1952**

	<u>Eisenh'r</u>	<u>Stevenson</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Eisenh'r-</u> <u>Stevenson</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	55%	44%		+0%	11%		
Gallup	51%	49%	0%	0%	2%	-9%	4.5%
				Avg. Total Error		9.0%	4.5%

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**1948**

	<u>Truman</u>	<u>Dewey</u>	<u>Wallace</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Truman-</u> <u>Dewey</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	50%	45%	2%		3%	5%		
Gallup	44.5%	49.5%	4%	0%	2%	-5%	-10%	5.0%
					Avg. Total Error		10.0%	5.0%

-----Allocate Undecided\*-----

<u>Truman</u>	<u>Dewey</u>	<u>Wallace</u>	<u>Other</u>	<u>Wallace Error</u>
50%	45%	2%	3%	1.5%
		Avg.Wallace Error		1.5%

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**1944**

	<u>Roosevelt</u>	<u>Dewey</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Roosevelt-</u> <u>Dewey</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	54%	46%		0%	8%		
Gallup	51.5%	48.5%	0%	0%	3%	-5%	2.5%
				Avg. Total Error		5.0%	2.5%

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**1940**

	<u>Roosevelt</u>	<u>Wilkie</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Roosevelt-</u> <u>Wilkie</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	55%	45%		0%	10%		
Gallup	52%	48%	0%	0%	4%	-6%	3.0%
				Avg Total Error		-6.0%	3.0%

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**1936**

	<u>Roosevelt</u>	<u>Landon</u>	<u>Un-</u> <u>decided</u>	<u>Other</u>	<u>Roosevelt-</u> <u>Landon</u>	Margin Error <u>Poll - Elect</u>	Candidate <u>Error</u>
Election Result	61%	37%		0%	24%		
Gallup	56.0%	44.0%	0%	0%	12%	-12%	6.0%
				Avg Total Error		12.0%	6.0%

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\* When polls published a percentage for "Undecided", it was allocated proportionally to all other candidates for this computation.

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### **Mean calculations**

<u>Chart</u>	<u>Overall</u>	<u>Dem.</u>	<u>Error on</u>	<u>Error on Lead</u>	<u>Error on 3rd</u>
<u>Data</u>	<u>Error</u>	<u>Error</u>	<u>Margin</u>	<u>Candidates</u>	<u>Party</u>
1936	6.5%	-6.5%	12.0%	6.0%	
1940	3.0%	-3.0%	6.0%	3.0%	
1944	2.3%	-2.3%	5.0%	2.5%	
1948	3.7%	-4.8%	10.0%	5.0%	1.5%
1952	4.4%	4.4%	9.0%	4.5%	
1956	1.8%	-1.8%	3.0%	1.5%	
1960	1.0%	1.0%	2.0%	1.0%	
1964	2.7%	2.7%	5.0%	2.5%	
1968	1.3%	1.1%	2.5%	1.3%	0.5%
1972	2.0%	-1.4%	2.7%	1.3%	
1976	1.5%	-0.3%	2.0%	1.0%	
1980	3.0%	2.9%	6.3%	3.1%	
1984	2.4%	-0.1%	4.3%	2.1%	
1988	1.5%	-0.8%	3.2%	1.6%	
1992	2.2%	1.5%	2.2%	1.1%	3.0%
1996	1.7%	1.9%	4.1%	2.1%	0.8%
2000			2.0%	1.0%	1.3%

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For more information about this and other polling issues, contact the NCPP Polling Review Board M