



Polly's Table: 2004 Presidential Election Forecasts

Current Month (October)

See [Archives](#) for previous months

Note: Subheadings (the four variables that go into the Pollyvote) are color-keyed to their respective colors in the Pollygraphs.

Date	Source of Poll or Forecast	Bush 2-Party ¹ %	Bush %	Kerry %	Nader %
Polls*					
	Average, previous month (September)	52.6	48.6	43.7	2.3
10/02/2004	<i>Newsweek</i> (RV)	49	45	47	2
10/3/2004	George Washington U. Battleground Poll (LV)	54	52	44	#
10/3/2004	Rasmussen Reports results for the week (LV)	51.4	48.4	45.7	#
10/3/2004	Zogby America Poll (LV)	52	46	43	2
10/4/2004	Gallup/CNN/ <i>USA Today</i> (LV)	50	49	49	1
10/4/2004	ABC News/ <i>Washington Post</i> (LV)	53	51	46	1
10/4/2004	Pew Research Center (LV)	53	49	44	2
10/5/2004	Fox News (LV)	51	47	45	1
10/5/2004	American Research Group (LV)	50	46	46	2
10/5/2004	CBS/ <i>New York Times</i> (RV)	50	47	47	1
10/6/2004	IRC/International Communications Research (RV)	53	49	44	2
10/6/2004	ABC News/ <i>Washington Post</i> (LV)	51	49	47	1
10/7/2004	Marist College (LV)	52	49	46	1
10/8/2004	Associated Press/Ipsos (RV)	50	47	47	2
10/8/2004	Associated Press/Ipsos (LV)	48	46	50	2
10/8/2004	Zogby (LV)	51	46	45	2
10/8/2004	<i>Time</i> -SRBI (LV)	50	45	45	3
10/10/2004	Rasmussen Reports results for the week (LV)	51	48.4	46.3	#
10/11/2004	George Washington U. Battleground Poll (LV)	52	49	46	#
10/11/2004	Zogby (LV)	48	44	47	2
10/11/2004	ABC News/ <i>Washington Post</i> (LV)	52	50	46	1
10/12/2004	CBS News (LV)	52	48	45	2
10/12/2004	IRC/International Communications Research (RV)	51	43	41	3
10/12/2004	IRC/International Communications Research (LV)	53	48	43	2
10/12/2004	Gallup/CNN/ <i>USA Today</i> (LV)	49	48	49	1
10/13/2004	TIPP four-day tracing poll (LV)	52	47	44	2
10/13/2004	<i>Washington Post</i> three-day tracking poll (LV)	49	48	49	1
10/14/2004	Zogby three-day tracking poll (LV)	51	46	45	1
10/14/2004	Ohio U.'s Scripps Survey Research Center (RV)	47	45	50	#
10/14/2004	Ohio U.'s Scripps Survey Research Center (LV)	51	48	47	#
10/15/2004	George Washington U. Battleground Poll (LV)	52	49	46	1
10/16/2004	<i>Washington Post</i> three-day tracking poll (LV)	52	50	46	2
10/16/2004	<i>Time</i> -SRBI (LV)	51	48	46	3
10/16/2004	<i>Newsweek</i> (RV)	51	48	46	1
10/17/2004	Zogby three-day tracking poll (LV)	51	46	44	1
10/17/2004	TIPP four-day tracing poll (LV)	52	48	45	#
10/17/2004	Rasmussen Reports results for the week (LV)	51.3	48.4	45.8	#
10/18/2004	Gallup/CNN/ <i>USA Today</i> (LV)	54	52	44	1
10/18/2004	Gallup/CNN/ <i>USA Today</i> (RV)	52	49	46	1
10/19/2004	CBS News/ <i>New York Times</i> (RV)	51	47	46	#
10/19/2004	Fox News (LV)	54	49	42	2
10/19/2004	<i>Washington Post</i> three-day tracking poll (LV)	53	51	46	1
10/20/2004	Zogby three-day tracking poll (LV)	50	46	46	1
10/20/2004	NBC News/ <i>Wall Street Journal</i> (LV)	50	48	48	#
10/20/2004	Pew Research Center (LV)	50	47	47	1
10/21/2004	Marist College (LV)	51	48	47	1
10/21/2004	TIPP four-day tracking poll (LV)	52	48	45	2
10/22/2004	Associated Press/Ipsos (LV)	48	46	49	2
10/22/2004	<i>Washington Post</i> three-day tracking poll (LV)	52	50	46	1

10/22/2004	<i>Time</i> -SRBI (LV)	53	51	46	2
10/23/2004	Zogby three-day tracking poll (LV)	51	47	45	#
10/23/2004	<i>Newsweek</i> (RV)	50	46	46	2
10/24/2004	Rasmussen Reports results for the week (LV)	51	48.5	46.5	#
10/24/2004	George Washington U. Battleground Poll (LV)	52	49	45	1
10/25/2004	TIPP four-day tracking poll (LV)	54	50	42	2
10/25/2004	<i>Washington Post</i> three-day tracking poll (LV)	49	48	49	1
10/26/2004	<i>Los Angeles Times</i> (LV)	50	48	48	1
10/26/2004	Gallup/CNN/ <i>USA Today</i> (LV)	53	51	46	1
10/26/2004	Gallup/CNN/ <i>USA Today</i> (RV)	51	49	47	1
10/26/2004	Zogby three-day tracking poll (LV)	52	49	46	1
10/27/2004	IRC/International Communications Research (LV)	52	48	45	2
10/28/2004	<i>Washington Post</i> three-day tracking poll (LV)	51	49	48	1
10/29/2004	George Washington U. Battleground Poll (LV)	53	51	46	#
10/29/2004	TIPP four-day tracking poll (LV)	50	46	46	#
10/29/2004	Zogby three-day tracking poll (LV)	50	47	47	1
10/30/2004	<i>Newsweek</i> (RV)	53	50	44	1
10/30/2004	American Research Group (LV)	50	48	48	1
10/31/2004	George Washington U. Battleground Poll (LV)	52	49	45	#
10/31/2004	Fox News (LV)	50	46	46	1
10/31/2004	<i>Washington Post</i> three-day tracking poll (LV)	50	48	48	0
10/31/2004	Pew Research Center (LV)	52	48	45	1
11/1/2004	CBS News/ <i>New York Times</i> (RV)	52	49	46	1
11/1/2004	NBC News/ <i>Wall Street Journal</i> (LV)	51	48	47	1
11/1/2004	Gallup/CNN/ <i>USA Today</i> (LV)	50	49	49	1
11/1/2004	Marist College (LV)	49	48	49	1
11/1/2004	TIPP four-day tracking poll (LV)	51	46	45	1
11/1/2004	Zogby three-day tracking poll (LV)	51	48	47	1
11/1/2004	Fox News (LV)	49	46	48	1
11/1/2004	Harris Poll (LV)	51	49	45	2
11/1/2004	Rasmussen Reports three day tracking poll (LV)	51	49	47	#
11/1/2004	CBS News (LV polled election eve)	51	49	47	1
	Average for month to date	51.2	48.1	46	1.4
	Average of Three Most Recent Polls	50.8	48.1	46.7	1
	Panel of Experts (Delphi Study)²				
10/29/2004	Survey 3	50.5			
	Iowa Electronic Market³				
11/1/2004	Most recent quote (daily average)	50.4			
	Average during week leading to most recent poll	51			
	Quantitative models⁴				
1/29/2004	Helmut Norpoth	54.7		Pr. V > to percent ⁵ 0.95	
7/26/2004	Douglas Hibbs	53		n.a.	
8/12/2004	Abramowitz	53.7		n.a.	
8/26/2004	Wlezien and Erikson (update)	51.7		0.75	
9/2/2004	Thomas Holbrook (APSA)	54.5		0.92	
9/2/2004	Lewis-Beck and Tien (APSA update)	49.9		0.5	
9/2/2004	Brad Lockerbie (APSA)	57.6		0.92	
9/7/2004	James Campbell (APSA)	53.8		n.a.	
10/29/2004	Ray Fair (update)	57.7		0.98	
10/29/2004	Cuzán and Bundrick (update)	51.2		0.67	
	Average	53.8			
10/24/2004	Pollyvote⁶	51.5			

1. Bush 2-Party % = Bush's share of the two-party vote.
 2. See commentary on panel of experts below.
 3. At the [Iowa Electronic Markets](#), buying and selling of Bush/Kerry contracts will be paid off according to the percent of the two-party vote Bush wins in November. The quotes represent what traders in that market expect the result to be. For an analysis of how the IEM has performed in the past, see J. E. Berg, R. Forsythe, F. D. Nelson, and T. A. Rietz, "[Results from a Dozen Years of Election Futures Markets Research](#)."
 4. Here we include every model for forecasting the incumbent share of the two-party vote of which we are aware that, at least in an earlier form, has been tried before. An early rationale for such an inclusive strategy is T. C. Chamberlin, "The Method of Multiple Working Hypotheses," *Science* (old series), 15 (1890), reprinted in *Science*, 148 (1965), pp. 754-759.
 5. Probability that Bush's share of the two-part vote will exceed 50 percent; n.a. = not available.
 6. Pollyvote = the forecast of Bush's share of the two-party vote. It is computed by taking the mean of the following: the most recent three-poll rolling average of Bush's share of the two-party vote in the polls, the most recent forecast by a panel of American politics experts, the seven-day rolling average of the Bush|Kerry quotes in the week prior to the latest poll reported, and the average of the quantitative model forecasts. See Armstrong (2001).
- * Included in Polly's Table are polls conducted by or on behalf of major newspapers and television networks, or by highly-regarded non-partisan public opinion research firms, such as Gallup. Unless otherwise noted, the source of the survey is the polling organization or media outlet. The row totals do not add up to 100 percent because of the fraction of "undecided's," "don't know's," or expressing a preference for "other."
- # Not reported. A = adults; RV = registered voters; LV = likely voters.
- Updated 11/2/2004