

Reliability corrected: low-volume records are shrunk toward the multi-cycle field prior. Status communicates how much evidence supports the score.

#	Pollster / methodological team	Evidence	n	Cycles	MAE	Direction	Reliability	ZPAI	Grade
1	I&I/TIPP	Tested	8	3	1.06	D+0.84	62%	89.94	B+
2	WSJ/Fabrizio + Impact Research	Tested	10	2	1.85	D+1.15	67%	87.95	B+
3	Quantus Insights	Limited	5	1	1.70	R+0.32	50%	86.92	B
4	Daily Mail/J.L. Partners	Limited	3	1	1.20	R+0.06	38%	86.71	B
5	Marquette Law School Poll	Tested	9	5	2.39	D+1.89	64%	86.01	B
6	Echelon Insights	Tested	14	3	2.60	R+0.22	74%	85.78	B
7	Fabrizio + Impact Research joint team	Tested	5	2	2.35	R+0.30	50%	85.29	B
8	Opinion Savvy/InsiderAdvantage joint team	Tested	11	2	2.68	D+1.08	69%	85.25	B
9	CNBC/Hart Research + Public Opinion Strategies	Tested	5	4	2.37	D+0.90	50%	85.25	B
10	Fox News/Beacon Research + Shaw	Established	26	5	2.95	D+2.05	84%	84.79	B
11	BIG DATA POLL	Limited	1	1	0.77	D+0.77	17%	84.64	B
12	CBS News/YouGov	Established	24	4	3.06	D+2.18	83%	84.29	B
13	John Zogby Strategies (separate)	Limited	4	2	2.86	D+2.60	44%	83.82	B
14	Pew Research Center	Tested	7	5	3.02	D+3.02	58%	83.82	B
15	Trafalgar Group	Established*	58	5	3.25	R+1.81	89%	83.58	B
16	Harvard CAPS/Harris Poll	Tested	5	4	3.15	D+1.29	50%	83.28	B
17	NBC News/Hart Research + Public Opinion Strategies (legacy)	Limited	2	1	2.93	D+2.93	29%	83.20	B
18	Forbes/HarrisX	Limited	2	1	3.05	D+3.05	29%	83.02	B
19	The New York Times/Siena College	Established	122	5	3.53	D+2.13	89%	82.33	B-
20	CNN/SSRS	Established	32	4	3.57	D+2.94	86%	82.17	B-
21	InsiderAdvantage	Tested	22	2	4.04	R+1.26	76%	80.40	B-
22	NBC News/SurveyMonkey	Limited	2	1	4.93	D+4.93	29%	80.35	B-
23	Emerson College Polling	Established	164	5	4.09	D+1.08	89%	79.88	C+
24	Reuters/Ipsos	Established	20	4	4.27	D+3.41	80%	79.40	C+
25	Quinnipiac University Poll	Established	43	5	4.29	D+2.57	89%	78.96	C+
26	KAConsulting	Limited	6	1	4.80	R+4.72	55%	78.88	C+
27	Fabrizio, Lee & Associates	Tested	7	2	4.74	R+4.55	58%	78.80	C+
28	Marist Poll	Established	56	5	4.36	D+3.75	89%	78.65	C+
29	Rasmussen Reports	Established	32	4	5.15	R+2.74	86%	75.34	C
30	Morning Consult	Established	50	5	5.20	D+3.40	89%	74.92	C
31	National Research Inc. (Adam Geller)	Tested	10	3	6.05	R+0.49	67%	73.94	C
32	RMG Research	Established	30	3	6.49	D+6.24	83%	70.12	C-
33	McLaughlin & Associates	Tested	11	4	8.28	R+7.35	69%	66.03	D
-	AP-NORC	Public opinion	0	0	Not election-scored				P
-	Financial Times/Focaldata	Public opinion	0	0	Not election-scored				P
-	Zogby Analytics	Public opinion	0	0	Not election-scored				P

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#	Pollster / methodological team	Evidence	n	Cycles	Weighted MAE	Signed error	Adjusted accuracy	Grade
1	I&I/TIPP	Tested	2	2	0.72	0.44	90.04	A-
2	Emerson College Polling	Tested	2	2	1.10	0.90	89.49	B+
3	Quantus Insights	Limited	1	1	0.67	0.67	89.02	B+
4	BIG DATA POLL	Limited	1	1	0.77	0.77	88.94	B+
5	Fox News/Beacon Research + Shaw	Established	3	3	1.75	1.22	88.90	B+
6	Marquette Law School Poll	Limited	1	1	1.47	1.47	88.35	B+
7	Daily Mail/J.L. Partners	Limited	1	1	1.53	-1.53	88.30	B+
7	WSJ/Fabrizio + Impact Research	Limited	1	1	1.53	-1.53	88.30	B+
9	The New York Times/Siena College	Tested	2	2	2.10	2.10	88.07	B+
10	NBC News/Hart Research + Public Opinion Strategies (legacy)	Limited	1	1	1.82	1.82	88.06	B+
11	Rasmussen Reports	Tested	2	2	2.36	-2.36	87.69	B+
12	CBS News/YouGov	Limited	1	1	2.47	2.47	87.52	B+
13	RMG Research	Tested	2	2	2.50	2.50	87.50	B+
14	Echelon Insights	Tested	2	2	2.70	2.70	87.21	B+
15	CNBC/Hart Research + Public Opinion Strategies	Tested	2	2	2.94	2.30	86.87	B
16	John Zogby Strategies (separate)	Tested	2	2	3.04	3.04	86.72	B
17	Forbes/HarrisX	Limited	1	1	3.47	3.47	86.69	B
18	Reuters/Ipsos	Tested	2	2	3.10	3.10	86.64	B
19	Morning Consult	Established	3	3	3.05	3.05	86.46	B
20	NBC News/SurveyMonkey	Limited	1	1	3.82	3.82	86.40	B
21	Harvard CAPS/Harris Poll	Tested	2	2	3.50	3.50	86.07	B
22	CNN/SSRS	Tested	2	2	3.90	3.90	85.50	B
23	Pew Research Center	Established	3	3	3.72	3.72	85.21	B
24	Marist Poll	Established	3	3	5.11	4.72	82.60	B-
25	Quinnipiac University Poll	Tested	2	2	5.97	5.97	82.54	B-
-	AP-NORC	Documented; unscored						
-	Fabrizio + Impact Research joint team	No eligible historical record						
-	Fabrizio, Lee & Associates	No eligible historical record						
-	Financial Times/Focaldata	No eligible historical record						
-	InsiderAdvantage	No eligible historical record						
-	KAConsulting	No eligible historical record						
-	McLaughlin & Associates	Documented; unscored						
-	National Research Inc. (Adam Geller)	No eligible historical record						
-	Opinion Savvy/InsiderAdvantage joint team	No eligible historical record						
-	Trafalgar Group	No eligible historical record						
-	Zogby Analytics	No eligible historical record						

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#	Pollster / methodological team	Evidence	n	Cycles	Weighted MAE	Signed error	Adjusted accuracy	Grade
1	Trafalgar Group	Established	27	3	2.14	0.33	88.11	B+
2	InsiderAdvantage	Limited	8	1	2.10	1.99	86.78	B
3	Fabrizio + Impact Research joint team	Limited	2	1	0.76	0.76	86.37	B
4	I&I/TIPP	Limited	3	1	1.52	1.52	86.17	B
5	Quantus Insights	Limited	4	1	1.96	-0.57	85.89	B
6	Opinion Savvy/InsiderAdvantage joint team	Tested	8	2	2.65	0.78	85.08	B
7	Echelon Insights	Limited	3	1	2.19	-0.67	84.92	B
8	CBS News/YouGov	Tested	10	2	2.92	2.90	84.40	B
9	Daily Mail/J.L. Partners	Limited	1	1	1.71	1.71	83.93	B
10	Fox News/Beacon Research + Shaw	Tested	7	2	3.11	3.11	83.60	B
11	WSJ/Fabrizio + Impact Research	Limited	7	1	3.26	2.43	83.17	B
12	Marquette Law School Poll	Limited	3	3	3.51	3.51	82.43	B-
13	Emerson College Polling	Established	54	3	3.60	2.59	82.08	B-
14	Rasmussen Reports	Tested	15	2	3.78	2.23	81.43	B-
15	RMG Research	Tested	15	2	3.79	3.10	81.41	B-
16	Morning Consult	Tested	25	2	4.02	3.99	80.50	B-
17	The New York Times/Siena College	Established	30	3	4.48	4.16	78.43	C+
18	Marist Poll	Established	21	3	4.53	4.32	78.33	C+
19	CNN/SSRS	Tested	11	2	4.81	4.81	77.97	C+
20	Reuters/Ipsos	Limited	6	1	5.64	5.64	76.64	C
21	Quinnipiac University Poll	Established	19	3	5.03	4.21	76.41	C
22	National Research Inc. (Adam Geller)	Limited	4	2	6.37	6.37	76.08	C
23	McLaughlin & Associates	Limited	2	1	9.38	-3.61	74.05	C
-	AP-NORC	No eligible historical record						
-	BIG DATA POLL	No eligible historical record						
-	CNBC/Hart Research + Public Opinion Strategies	No eligible historical record						
-	Fabrizio, Lee & Associates	Documented; unscored						
-	Financial Times/Focaldata	No eligible historical record						
-	Forbes/HarrisX	No eligible historical record						
-	Harvard CAPS/Harris Poll	No eligible historical record						
-	John Zogby Strategies (separate)	No eligible historical record						
-	KAConsulting	No eligible historical record						
-	NBC News/Hart Research + Public Opinion Strategies (legacy)	No eligible historical record						
-	NBC News/SurveyMonkey	No eligible historical record						
-	Pew Research Center	No eligible historical record						
-	Zogby Analytics	No eligible historical record						

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#	Pollster / methodological team	Evidence	n	Cycles	Weighted MAE	Signed error	Adjusted accuracy	Grade
1	Marquette Law School Poll	Limited	4	4	1.32	0.70	86.11	B
2	Opinion Savvy/InsiderAdvantage joint team	Limited	3	2	1.83	1.83	84.24	B
3	Trafalgar Group	Established	29	4	3.12	-2.41	83.80	B
4	Echelon Insights	Tested	6	2	2.75	-2.09	83.53	B
5	The New York Times/Siena College	Established	31	5	3.47	1.99	82.34	B-
6	Fabrizio + Impact Research joint team	Limited	3	2	2.97	0.32	82.11	B-
7	I&I/TIPP	Limited	2	1	2.68	2.68	82.08	B-
8	Fox News/Beacon Research + Shaw	Tested	12	4	3.68	2.58	81.21	B-
9	CNN/SSRS	Established	15	4	3.71	3.28	81.15	B-
10	KAConsulting	Limited	4	1	3.66	-3.55	80.91	B-
11	Emerson College Polling	Established	67	5	3.84	2.00	80.73	B-
12	InsiderAdvantage	Tested	12	2	4.05	-1.77	79.92	C+
13	Quinnipiac University Poll	Established	21	5	4.11	2.78	79.60	C+
14	McLaughlin & Associates	Limited	1	1	5.36	5.36	79.09	C+
15	CBS News/YouGov	Tested	12	4	4.28	2.98	79.08	C+
16	Rasmussen Reports	Tested	13	3	4.28	-0.75	79.06	C+
17	National Research Inc. (Adam Geller)	Tested	5	3	5.38	-1.32	76.70	C
18	Marist Poll	Established	27	5	4.97	4.14	75.94	C
19	Reuters/Ipsos	Tested	10	2	5.37	3.29	75.51	C
20	Fabrizio, Lee & Associates	Limited	4	2	6.55	-6.55	74.49	C
21	Morning Consult	Tested	18	2	5.58	4.89	74.06	C
22	RMG Research	Tested	11	3	6.83	6.80	70.37	C-
-	AP-NORC	No eligible historical record						
-	BIG DATA POLL	No eligible historical record						
-	CNBC/Hart Research + Public Opinion Strategies	No eligible historical record						
-	Daily Mail/J.L. Partners	No eligible historical record						
-	Financial Times/Focaldata	No eligible historical record						
-	Forbes/HarrisX	No eligible historical record						
-	Harvard CAPS/Harris Poll	No eligible historical record						
-	John Zogby Strategies (separate)	No eligible historical record						
-	NBC News/Hart Research + Public Opinion Strategies (legacy)	No eligible historical record						
-	NBC News/SurveyMonkey	Documented; unscored						
-	Pew Research Center	No eligible historical record						
-	Quantus Insights	No eligible historical record						
-	WSJ/Fabrizio + Impact Research	No eligible historical record						
-	Zogby Analytics	No eligible historical record						

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#	Pollster / methodological team	Evidence	n	Cycles	Weighted MAE	Signed error	Adjusted accuracy	Grade
1	Fabrizio, Lee & Associates	Limited	3	1	1.52	-0.89	83.78	B
2	National Research Inc. (Adam Geller)	Limited	1	1	1.08	-1.08	81.28	B-
3	The New York Times/Siena College	Established	57	3	3.74	1.20	80.85	B-
4	Fox News/Beacon Research + Shaw	Limited	1	1	2.63	2.63	79.99	C+
5	Emerson College Polling	Established	39	4	4.28	-0.58	78.62	C+
6	Marist Poll	Limited	1	1	4.28	4.28	78.62	C+
7	Trafalgar Group	Limited	1	1	6.05	-6.05	77.14	C+
8	InsiderAdvantage	Limited	1	1	6.65	-6.65	76.64	C
9	RMG Research	Limited	2	1	6.39	6.39	75.60	C
10	KAConsulting	Limited	2	1	7.08	-7.08	74.61	C
11	McLaughlin & Associates	Tested	6	3	9.03	-9.03	65.65	D
-	AP-NORC	No eligible historical record						
-	BIG DATA POLL	No eligible historical record						
-	CBS News/YouGov	No eligible historical record						
-	CNBC/Hart Research + Public Opinion Strategies	No eligible historical record						
-	CNN/SSRS	Documented; unscored						
-	Daily Mail/J.L. Partners	No eligible historical record						
-	Echelon Insights	No eligible historical record						
-	Fabrizio + Impact Research joint team	Documented; unscored						
-	Financial Times/Focaldata	No eligible historical record						
-	Forbes/HarrisX	No eligible historical record						
-	Harvard CAPS/Harris Poll	No eligible historical record						
-	I&I/TIPP	No eligible historical record						
-	John Zogby Strategies (separate)	No eligible historical record						
-	Marquette Law School Poll	No eligible historical record						
-	Morning Consult	No eligible historical record						
-	NBC News/Hart Research + Public Opinion Strategies (legacy)	No eligible historical record						
-	NBC News/SurveyMonkey	No eligible historical record						
-	Opinion Savvy/InsiderAdvantage joint team	No eligible historical record						
-	Pew Research Center	No eligible historical record						
-	Quantus Insights	No eligible historical record						
-	Quinnipiac University Poll	No eligible historical record						
-	Rasmussen Reports	Documented; unscored						
-	Reuters/Ipsos	No eligible historical record						
-	WSJ/Fabrizio + Impact Research	No eligible historical record						
-	Zogby Analytics	No eligible historical record						

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#	Pollster / methodological team	Evidence	n	Cycles	Weighted MAE	Signed error	Adjusted accuracy	Grade
1	CNBC/Hart Research + Public Opinion Strategies	Established	3	3	1.35	-0.90	88.12	B+
2	WSJ/Fabrizio + Impact Research	Tested	2	2	1.04	-0.46	87.84	B+
3	Daily Mail/J.L. Partners	Limited	1	1	0.37	-0.37	87.24	B+
4	I&I/TIPP	Limited	1	1	0.49	0.49	87.13	B+
5	CBS News/YouGov	Limited	1	1	0.64	0.64	87.01	B+
6	The New York Times/Siena College	Tested	2	2	1.62	1.25	87.01	B+
7	Quinnipiac University Poll	Limited	1	1	1.36	-1.36	86.41	B
8	Echelon Insights	Established	3	3	2.48	2.48	86.01	B
9	InsiderAdvantage	Limited	1	1	2.06	-2.06	85.82	B
10	John Zogby Strategies (separate)	Tested	2	2	2.69	2.15	85.48	B
11	Forbes/HarrisX	Limited	1	1	2.63	2.63	85.35	B
12	Marist Poll	Established	4	4	2.91	2.91	85.23	B
13	Pew Research Center	Established	4	4	2.99	2.99	85.05	B
14	Trafalgar Group	Limited	1	1	3.06	-3.06	84.99	B
15	Emerson College Polling	Tested	2	2	3.06	1.01	84.94	B
16	Fox News/Beacon Research + Shaw	Established	3	3	3.28	2.37	84.51	B
17	Harvard CAPS/Harris Poll	Established	3	3	3.29	0.89	84.48	B
18	CNN/SSRS	Established	4	4	3.26	2.26	84.46	B
19	NBC News/Hart Research + Public Opinion Strategies (legacy)	Limited	1	1	4.03	4.03	84.18	B
20	Reuters/Ipsos	Tested	2	2	3.72	1.09	84.01	B
21	Marquette Law School Poll	Limited	1	1	4.63	4.63	83.68	B
22	McLaughlin & Associates	Tested	2	2	4.54	-4.54	82.83	B-
23	NBC News/SurveyMonkey	Limited	1	1	6.03	6.03	82.51	B-
24	Rasmussen Reports	Tested	2	2	5.04	-5.04	82.12	B-
25	Morning Consult	Established	4	4	5.35	2.99	79.80	C+
-	AP-NORC	Documented; unscored						
-	BIG DATA POLL	Current 2026; unscored						
-	Fabrizio + Impact Research joint team	No eligible historical record						
-	Fabrizio, Lee & Associates	No eligible historical record						
-	Financial Times/Focaldata	No eligible historical record						
-	KAConsulting	No eligible historical record						
-	National Research Inc. (Adam Geller)	No eligible historical record						
-	Opinion Savvy/InsiderAdvantage joint team	No eligible historical record						
-	Quantus Insights	No eligible historical record						
-	RMG Research	Documented; unscored						
-	Zogby Analytics	Documented; unscored						

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1	CNN/SSRS	Tested	9	2	1.86	0.48	87.64	B+
2	CBS News/YouGov	Tested	6	2	1.57	-0.39	87.59	B+
3	The New York Times/Siena College	Established	65	2	2.49	-0.59	86.23	B
4	Marquette Law School Poll	Limited	2	2	0.69	-0.55	86.23	B
5	CNBC/Hart Research + Public Opinion Strategies	Limited	2	2	1.34	-0.54	85.30	B
6	I&I/TIPP	Limited	1	1	0.49	0.49	84.67	B
7	WSJ/Fabrizio + Impact Research	Limited	1	1	0.64	0.64	84.55	B
8	Harvard CAPS/Harris Poll	Limited	2	2	2.29	-1.92	83.95	B
9	Fox News/Beacon Research + Shaw	Tested	12	2	3.10	0.99	83.78	B
10	Pew Research Center	Limited	2	2	2.46	2.46	83.70	B
11	Fabrizio + Impact Research joint team	Limited	1	1	2.91	-2.91	82.65	B-
12	Quinnipiac University Poll	Tested	9	2	3.55	0.01	82.20	B-
13	Marist Poll	Tested	13	2	3.58	2.65	82.10	B-
14	Echelon Insights	Limited	4	1	4.32	-2.00	80.45	B-
15	Reuters/Ipsos	Tested	9	2	4.39	2.47	79.49	C+
16	KAConsulting	Limited	6	1	4.80	-4.72	78.78	C+
17	Fabrizio, Lee & Associates	Tested	7	2	4.74	-4.55	78.70	C+
18	Emerson College Polling	Established	63	2	4.56	-1.65	78.35	C+
19	Morning Consult	Limited	2	2	6.84	2.71	77.44	C+
20	National Research Inc. (Adam Geller)	Limited	1	1	9.18	-9.18	77.43	C+
21	Trafalgar Group	Established	22	2	5.13	-4.34	76.20	C
22	RMG Research	Limited	1	1	11.41	11.41	75.57	C
23	Rasmussen Reports	Tested	5	2	6.22	-6.22	75.49	C
24	InsiderAdvantage	Limited	9	1	6.79	-4.48	72.21	C-
25	McLaughlin & Associates	Tested	7	2	7.71	-7.71	70.06	C-
-	AP-NORC	Documented; unscored						
-	BIG DATA POLL	No eligible historical record						
-	Daily Mail/J.L. Partners	No eligible historical record						
-	Financial Times/Focaldata	No eligible historical record						
-	Forbes/HarrisX	No eligible historical record						
-	John Zogby Strategies (separate)	Documented; unscored						
-	NBC News/Hart Research + Public Opinion Strategies (legacy)	No eligible historical record						
-	NBC News/SurveyMonkey	Documented; unscored						
-	Opinion Savvy/InsiderAdvantage joint team	No eligible historical record						
-	Quantus Insights	No eligible historical record						
-	Zogby Analytics	Documented; unscored						

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3	Quantus Insights	Limited	5	1	1.70	-0.32	86.92	B
4	Daily Mail/J.L. Partners	Limited	3	1	1.20	-0.06	86.71	B
5	Marquette Law School Poll	Tested	9	5	2.39	1.89	86.01	B
6	Echelon Insights	Tested	14	3	2.60	-0.22	85.78	B
7	Fabrizio + Impact Research joint team	Tested	5	2	2.35	-0.30	85.29	B
8	Opinion Savvy/InsiderAdvantage joint team	Tested	11	2	2.68	1.08	85.25	B
9	CNBC/Hart Research + Public Opinion Strategies	Tested	5	4	2.37	0.90	85.25	B
10	Fox News/Beacon Research + Shaw	Established	26	5	2.95	2.05	84.79	B
11	BIG DATA POLL	Limited	1	1	0.77	0.77	84.64	B
12	CBS News/YouGov	Established	24	4	3.06	2.18	84.29	B
13	John Zogby Strategies (separate)	Limited	4	2	2.86	2.60	83.82	B
14	Pew Research Center	Tested	7	5	3.02	3.02	83.82	B
15	Trafalgar Group	Established	58	5	3.25	-1.81	83.58	B
16	Harvard CAPS/Harris Poll	Tested	5	4	3.15	1.29	83.28	B
17	NBC News/Hart Research + Public Opinion Strategies (legacy)	Limited	2	1	2.93	2.93	83.20	B
18	Forbes/HarrisX	Limited	2	1	3.05	3.05	83.02	B
19	The New York Times/Siena College	Established	122	5	3.53	2.13	82.33	B-
20	CNN/SSRS	Established	32	4	3.57	2.94	82.17	B-
21	InsiderAdvantage	Tested	22	2	4.04	-1.26	80.40	B-
22	NBC News/SurveyMonkey	Limited	2	1	4.93	4.93	80.35	B-
23	Emerson College Polling	Established	164	5	4.09	1.08	79.88	C+
24	Reuters/Ipsos	Established	20	4	4.27	3.41	79.40	C+
25	Quinnipiac University Poll	Established	43	5	4.29	2.57	78.96	C+
26	KAConsulting	Limited	6	1	4.80	-4.72	78.88	C+
27	Fabrizio, Lee & Associates	Tested	7	2	4.74	-4.55	78.80	C+
28	Marist Poll	Established	56	5	4.36	3.75	78.65	C+
29	Rasmussen Reports	Established	32	4	5.15	-2.74	75.34	C
30	Morning Consult	Established	50	5	5.20	3.40	74.92	C
31	National Research Inc. (Adam Geller)	Tested	10	3	6.05	-0.49	73.94	C
32	RMG Research	Established	30	3	6.49	6.24	70.12	C-
33	McLaughlin & Associates	Tested	11	4	8.28	-7.35	66.03	D
-	AP-NORC	Documented; unscored						
-	Financial Times/Focaldata	No eligible historical record						
-	Zogby Analytics	Documented; unscored						

Every entity remains visible here. The score reflects eight public-disclosure checks and must never be read as a claim about election prediction performance.

#	Pollster / methodological team	Disclosure score	Grade	Evidence / audit note
1	AP-NORC	100.00	A+	Public methodology and project questionnaires are available; election-related work is public opinion ...
1	CBS News/YouGov	100.00	A+	Complete methodology and questionnaire/topline documentation located.
1	CNBC/Hart Research + Public Opinion Strategies	100.00	A+	Public topline identifies the bipartisan team and discloses questions, fielding and weighting.
1	CNN/SSRS	100.00	A+	Release and linked materials disclose weighting, questions and methodology.
1	Fabrizio + Impact Research joint team	100.00	A+	Joint-team public reporting and released methodology identify sponsor, instrument and weighting.
1	Fabrizio, Lee & Associates	100.00	A+	Complete public questionnaire/topline and methodological disclosures located.
1	Financial Times/Focaldata	100.00	A+	Current partnership publishes sponsor, fielding, sample and methodology; no 2016-2024 election-p...
1	Forbes/HarrisX	100.00	A+	HarrisX publishes methodology and topline; series is kept separate from Harvard CAPS/Harris.
1	Fox News/Beacon Research + Shaw	100.00	A+	Public archive and methods page disclose questions, weighting and methodology.
1	Marist Poll	100.00	A+	Methods page and releases provide weighting, question wording and documentation.
1	Marquette Law School Poll	100.00	A+	Full instrument/toplines and a detailed methodology document are public.
1	Morning Consult	100.00	A+	Dedicated review discloses weighting, questionnaire design and methodology.
1	NBC News/Hart Research + Public Opinion Strategies (legacy)	100.00	A+	Contemporaneous release identifies team, fielding, sample, questions and methods.
1	NBC News/SurveyMonkey	100.00	A+	Final public release identifies the partnership and supplies methodology and topline.
1	Pew Research Center	100.00	A+	Extensive public methods and questionnaire archive; election horse-race activity is limited.
1	RMG Research	100.00	A+	Methods and topline disclose dynamic party weighting, demographic controls and question wording.
1	Rasmussen Reports	100.00	A+	Public methodology and poll pages disclose weighting approach and question wording.
1	Reuters/Ipsos	100.00	A+	Full topline includes instrument, weighting and methodological disclosures.
1	The New York Times/Siena College	100.00	A+	Public archive links complete questionnaires, crosstabs and methodology.
20	Emerson College Polling	99.92	A+	Public release discloses mode, fielding, sample, weighting and full results.
21	Quinnipiac University Poll	99.71	A+	Methods page and releases provide all audited disclosure items.
22	Echelon Insights	99.11	A+	Public topline includes questionnaire, sample construction and weighting details.
23	Harvard CAPS/Harris Poll	97.50	A+	Monthly releases include topline/crosstabs; the methods page discloses online sampling and prop...
24	WSJ/Fabrizio + Impact Research	88.75	B+	Public reporting identifies the bipartisan team and includes questionnaire/methodological disclosures.
25	BIG DATA POLL	87.50	B+	Dedicated methods page and release-level methodology disclose sampling, weighting and instrume...
25	I&I/TIPP	87.50	B+	Weighting is disclosed; exact instruments and centralized methodology are only partially available.
25	John Zogby Strategies (separate)	87.50	B+	Public releases and questions are available; centralized weighting and reproducibility detail is partial.
25	KAConsulting	87.50	B+	Selected poll releases provide topline and core field facts; centralized weighting and methodology ...
25	Quantus Insights	87.50	B+	Release-level topline disclose core field facts; centralized weighting and methods documentation i...
30	InsiderAdvantage	86.36	B	Release archive gives sample, electorate, dates, mode, weighting variables and topline; centralize...
31	National Research Inc. (Adam Geller)	86.25	B	Selected releases provide questions and core field facts; centralized weighting and methods docum...
32	Opinion Savvy/InsiderAdvantage joint team	84.09	B	Questions and crosstabs are public; weighting and methodology detail is partial.
33	McLaughlin & Associates	82.95	B-	Exact questions are public; weighting and methodology detail is partial or inconsistent across relea...
34	Daily Mail/J.L. Partners	79.17	C+	Public release and topline are available; centralized weighting and methods documentation is partial.
35	Trafalgar Group	68.32	D+	A high-level multi-mode description is public; exact instruments and weighting/model details were n...
36	Zogby Analytics	50.00	F	Public corporate material is available, but no qualifying 2016-2024 final election observation was re...

The completed ledger does not hide missing polls

The source audit separates publication volume from qualifying election evidence. Adults-only samples, superseded releases and polls ending 31-120 days before Election Day remain recorded, but they do not silently enter the official 30-day election score.

813

selected 30-day observations

806

score-eligible observations

4,248

candidate releases audited

33 of 36

election-rated entities

Candidate-release decisions

Outside 30-day core; retained in 120-day evidence audit	2373
Selected for 30-day ledger	813
Earlier qualifying release superseded	799
Electorate version superseded by preferred sample	213
Alternate same-date question/sample superseded	50

AP-NORC + BIG DATA POLL: the activity correction

AP-NORC 2018 generic: D+10; ended 23 days before; Adults.

AP-NORC 2022 generic: D+7; ended 29 days before; Adults.

BIG DATA 2024 generic: D+1.1; ended 63 days before.

RCP lists BIG DATA 2026 generic releases at D+9 and D+11.

These firms are documented in the category - not inactive.

AP rows enter the ledger but remain unscored; BIG DATA 2024 stays outside.

Finding: activity status and rating eligibility are different facts.

The revised tables show documented-but-unscored releases and current-cycle activity explicitly while preserving one eligibility rule for every pollster.

Largest 30-day vs. 21-day score movements

RMG Research	-9.66
National Research Inc. (Adam Geller)	-4.67
McLaughlin & Associates	-4.62
Quinnipiac University Poll	-2.82
CNBC/Hart Research + Public Opinion Strategies	+2.27
Fabrizio, Lee & Associates	-2.11
Pew Research Center	+1.72
Marist Poll	-1.45

What the score says

We don't tell you which poll to believe. We tell you what the pollster has earned.

100% ACCURACY | TRANSPARENCY = CERTIFICATION GATE

Direction and consistency are diagnostics. Depth determines evidence status and reliability strength.

Historical window	2016, 2018, 2020, 2022 and 2024 federal general elections; 2026 excluded
Selection unit	Final public poll per methodological team x race x cycle; LV preferred to RV on same release date
Core window	Poll must end 0-30 days before Election Day
Ranking score	100% accuracy: 100 - 5 x cycle-weighted mean absolute D-R margin error, then reliability-adjusted
Transparency certification	Gate, not points: Certified at 75+ on eight equally weighted public-disclosure checks; lower records remain visible and flagged
Direction diagnostic	Signed D-R error is reported separately and does not add or subtract ranking points
Consistency diagnostic	Cycle-to-cycle MAE dispersion is reported separately and does not add or subtract ranking points
Depth	Evidence/confidence label, not points: Established >=15 observations/3 cycles; Tested >=5/2; Limited >=1
Reliability adjustment	Field prior + r x (raw score - field prior), where r=min(n,8 x cycles)/(min(n,8 x cycles)+5)
Sensitivity	Same rules rerun at 21, 28 and 30 days; 30 days is the official ZPAI record
Public opinion lane	Ranks disclosure/accountability only; never presented as election outcome accuracy
Field priors	Accuracy 82.33; direction 64.82; consistency 79.25

Evidence labels Established: 15+ observations / 3+ cycles Tested: 5+ / 2+ cycles Limited: at least 1 Public Opinion Only: no qualifying election observation