Poll Accuracy Measures in a Quasi-Two-Way Election: An Empirical Assessment of Taiwan’s 2000 Presidential Election

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ABSTRACT

There is little systematic study on the question of how poll accuracy should be measured. Should different measures be adopted in different election situations? Expanding upon Mitofsky and Traugott’s assessment of the 1996, 2000 and 2004 U.S. pre-election polls, this paper assesses democratic Taiwan’s polls in its second direct presidential election in 2000. In this paper, we first discuss the feasibility of accuracy measures in different election situation, and then focus on designing a suitable poll accuracy measurement for Taiwan’s 2000, a quasi-two-way election. Next, we adopt the proposed accuracy measurement as a response to evaluate the Taiwanese poll performance. Finally, we analyze the multitude of factors that influence polling accuracy by using the proposed and modified measures to compare the effects of eight factors.

Key Words: poll accuracy measure, poll performance, quasi-two-way election
準-兩位主要候選人選情下之民調準確度評量：
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摘要


關鍵詞：民調準確度評量、民調表現、準-兩位主要候選人選情