

COMPARING POLLS AND MARKETS

Firm	When Conducted	Obama	Romney	Ind.	Undecided	Obama Lead
Election Result	11/5	51.1	47.2	1.7	-----	3.9
Rasmussen	11/3-5	48	49	3	0	-1.0
Ipsos/Reuters	11/1-5	48	46	2	4	2
CNN	11/2-4	49	49	0	2	-----
Angus-Reid	11/1-3	51	48	1	0	3
Gallup	11/1-4	48	49	3	0	-1.0
ABC/Wash. Post	11/1-4	50	47	2	1	3
NBC/WSJ	11/1-3	48	47	2	3	1
Pew Research	10/31-11/3	50	47	3	0	3
Politico/GWU	11/4-5	47	47	0	6	-----
Iowa EM*	11/1-11/4	51.4	48.5	-----	-----	2.9

The polling results in this table were gathered from the *National Council on Public Polls* website.

* Average of the daily price averages during these dates (which overlap with the polling dates). It should be noted that the IEM simply offers options on the two leading candidates and doesn't recognize third-party challengers. You'll notice that when calculating each poll's outcome for the two leading candidates as a percentage of the total vote cast for them, the margin of victory does not change significantly.