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：
2000 年台灣總統選舉之實證

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摘　　要

　　本研究主要是透過評量 2000 年台灣總統選舉民調準確度，探討如何在不同的選情採用不同的評量方法。從 2000 年台灣總統選舉結果顯示，該選舉的選情是介於兩位主要候選人與三位主要候選人的「準-兩位主要候選人」，然而是否不同的選情應該採用不同的民調準確度評量計算方法？本研究修改 Mitofsky and Traugott's 用以評量 1996、2000 與 2004 美國總統選舉（兩位主要候選人）民調表現的方法，提出一套比較合理適用於評量 2000 年台灣總統選舉民調的方法。本研究除了採用修正的方法分析選舉民調表現外，也進一步透過實證探討影響民調準確度差異的因子。

關鍵詞：民調準確度評量、民調表現、準-兩位主要候選人選情