

# ActiVote announces 2024 Most Valuable Pollster rankings

*Newcomers topped the 2024 Most Valuable Pollster rankings, while some veteran pollsters struggled.*

BOSTON, MA, UNITED STATES, March 26, 2025 /EINPresswire.com/ -- With the conclusion of the 2024 election season, ActiVote proudly unveils its [2024 Most Valuable Pollster \(MVP\) Rankings](#), offering a comprehensive evaluation of pollster accuracy and prolificacy in this last election cycle.



Our 2024 MVP Rankings focus on now, not nostalgia - showing AtlasIntel's dominance and others struggling, providing a clear scorecard to see which pollsters delivered when it counted most."

*Victor Allis*

As the political landscape continues to evolve, the role of polling organizations remains critical in shaping public discourse. However, with thousands of polls released by over a hundred pollsters during the 2024 cycle, recognizing reliable data has become increasingly challenging for the public. ActiVote's 2024 MVP Rankings aim to bridge that gap by providing an objective, data-driven assessment of

pollster performance in the 2024 elections.

Why the MVP Rankings Matter: The 2024 election cycle was characterized by widespread debate over polling reliability. With the shutdown of ABCNews/538 in early 2025, no leading alternative remains to provide a rigorous pollster assessment. ActiVote has stepped in to fill this gap, ensuring that voters, media professionals, and political analysts have a trusted resource for evaluating pollster accuracy. Unlike traditional "Hall of Fame" methodologies that assess historical polling performance across multiple cycles, ActiVote's 2024 MVP Rankings focus exclusively on 2024 general election polls, offering the most current and relevant evaluation of today's polling organizations.

Key Insights from [the 2024 MVP Rankings](#):

- [AtlasIntel](#) Named 2024's Most Valuable Pollster – With 124 published polls spanning five election race categories, AtlasIntel demonstrated both exceptional accuracy and prolificacy, earning the top spot in the rankings.

- Swing State & Senate Pollsters Excelled – InsiderAdvantage, OnMessage, Rasmussen, Trafalgar

Group, and Patriot Polling ranked among the top performers due to their precise coverage of the national popular vote, seven key presidential swing states and Senate races.

- Versatile Pollsters Showed Strong Performance – Emerson College (7th place) and ActiVote (8th place) did well across multiple race categories, proving that prolific pollsters with diverse coverage can still maintain high accuracy.

- Formerly Top-Rated Pollsters Declined – Several historically well-regarded pollsters saw a significant drop in their rankings, with some publishing few or no polls in 2024 and others struggling to maintain a high level of accuracy. Notably, Selzer & Co. ranked last due to a significant polling error in their single Iowa poll.

**2024 MOST VALUABLE POLLSTERS**

1. AtlasIntel	36. FL Atlantic U./Mainstreet Research	71. Franklin and Marshall College	106. St. Pete Polls
2. InsiderAdvantage	37. YouGov	72. Victory Insights	107. Rutgers-Eagleton
3. OnMessage Inc.	38. WaPo/George Mason University	73. DCCC Targeting Team	108. John Zogby Strategies
4. Rasmussen	39. Quinnipiac	74. Data Orbital	109. American Viewpoint
5. Trafalgar Group	40. UC Berkeley	75. MassINC Polling Group	110. Miami University (Ohio)
6. Patriot Polling	41. J.L. Partners	76. ABC News/ipsos	111. PPC
7. Emerson	42. Chisom Strategies	77. Change Research	112. RABA Research
8. ActiVote	43. St. Anselm	78. Schoon Cooperman	113. Montgomery Research
9. Fabrizio/McLaughlin	44. WPXI	79. Bullfinch	114. UMass Amherst/YouGov
10. TIPP	45. Axis Research	80. Siena	115. Angus Reid
11. Redfield & Wilton Strategies	46. Fabrizio/Impact	81. U. Georgia SPIA	116. Paradigm
12. Suffolk	47. Monmouth	82. Concord Public Opinion Partners	117. Cherry Communications
13. Mitchell	48. Susquehanna	83. U. North Florida	118. Big Village
14. Quantus Insights	49. Noble Predictive Insights	84. American Pulse	119. Navigator
15. HarrisX	50. CNN/SSRS	85. co/efficient	120. University of Texas at Tyler
16. Echelon Insights	51. The Citadel	86. Praecones Analytica	121. Survation
17. SoCal Strategies	52. Fabrizio/GBAO	87. MRG (Marketing Resource Group)	122. Fairleigh Dickinson
18. Siena/NYT	53. Ipsos	88. Mason-Dixon	123. HighGround
19. Marquette Law School	54. HarrisX/Harris Poll	89. University of Maryland/YouGov	124. Hunt Research
20. Beacon/Shaw	55. UMass Lowell/YouGov	90. Tarrance	125. Impact Research
21. The Washington Post	56. CES / YouGov	91. Christopher Newport U.	126. Targos Market Research
22. East Carolina University	57. National Public Affairs	92. Normington, Petts & Associates	127. GOR
23. Hart/POS	58. Kaplan Strategies	93. Muhlenberg	128. U. Arizona/TrueDot
24. Research & Polling	59. MSU - Billings	94. Bowling Green State U./YouGov	129. NMB Research
25. U. New Hampshire	60. Guidant Polling and Strategy	95. Elway	130. Deltapoll
26. INMG Research	61. Keating Research	96. Dartmouth Poll	131. GBAO
27. Cygnal	62. Embold Research	97. Leger	132. McLaughlin
28. Big Data Poll	63. Data for Progress	98. M3 Strategies	133. University of Wyoming
29. Morning Consult	64. Ragnar Research Partners	99. Elon U.	134. Clarity
30. University of Maryland/WaPo	65. North Star Opinion Research	100. Gotham Polling & Analytics	135. Clatfin University
31. Torchlight Strategies	66. Glengariff Group Inc.	101. Yale Youth Poll	136. Selzer
32. PPP	67. Carin Hart Yang	102. Remington	
33. Marist College	68. Roanoke College	103. Stetson University CPOR	
34. Research Co.	69. Alaska Survey Research	104. Tufts	
35. SurveyUSA	70. Focaldata	105. EPIC-MRA	

ActiVote  
2024 Most Valuable Pollsters

**2024 Election Pollster MVPs**

## How the MVP Rankings were Calculated

ActiVote’s methodology incorporates two primary factors:

1. Accuracy: Polling errors were analyzed across six election categories, then a weighted average of normalized category rankings was used to determine overall accuracy.
2. Prolificacy: Pollsters were ranked based on the number of polls published, ensuring that contribution in volume as well as statistical significance was considered in the overall rankings.

By balancing accuracy and prolificacy, the MVP rankings offer a fair and transparent assessment of pollster performance in 2024.

Looking ahead to 2025 and beyond, the 2024 MVP Rankings serve as a crucial tool for evaluating pollster credibility in future election cycles. As the field of election polling continues to evolve, it provides the polling industry, the media and the general public a snapshot of what worked well in a crucial presidential election year.

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