

THE HILL

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The top pollsters: What people think and why

A candidate's choice of pollster can make or break a campaign. Through surveys and focus groups, the pollster can tailor a candidate's message to a constituency and then gauge how effectively the campaign is getting that message out. The results affect everything from scheduling to media buying to fundraising. Below, The Hill takes a look at some of the most sought-after political pollsters around.



RAHIEM

Abacus Associates

52 School St.
Hatfield, MA 01038
Phone: (413) 247-9430
Fax: (413) 247-5813
www.abacusassoc.com

This international public-opinion and strategic-research firm conducts surveys, interviews and focus groups for its clientele. *Campaigns & Elections* magazine has included Abacus on its list of "Big Winners" and its list of consultants with the "Best Clients." Current clients include Rep. Maurice Hinchey (D-N.Y.) and the National Education Association.

American Research Group Inc.

814 Elm St.
Manchester, NH 03101
Phone: (603) 624-4081
Fax: (603) 627-1746
www.americanresearchgroup.com

The 27-year-old independent firm specializes in ad hoc market research that varies for each client, including advertising studies and public-opinion work. In 2000, the American Research Group was the only polling firm to do polling in all 50 states for the presidential election.

American Viewpoint Inc.

300 N. Lee St. #400