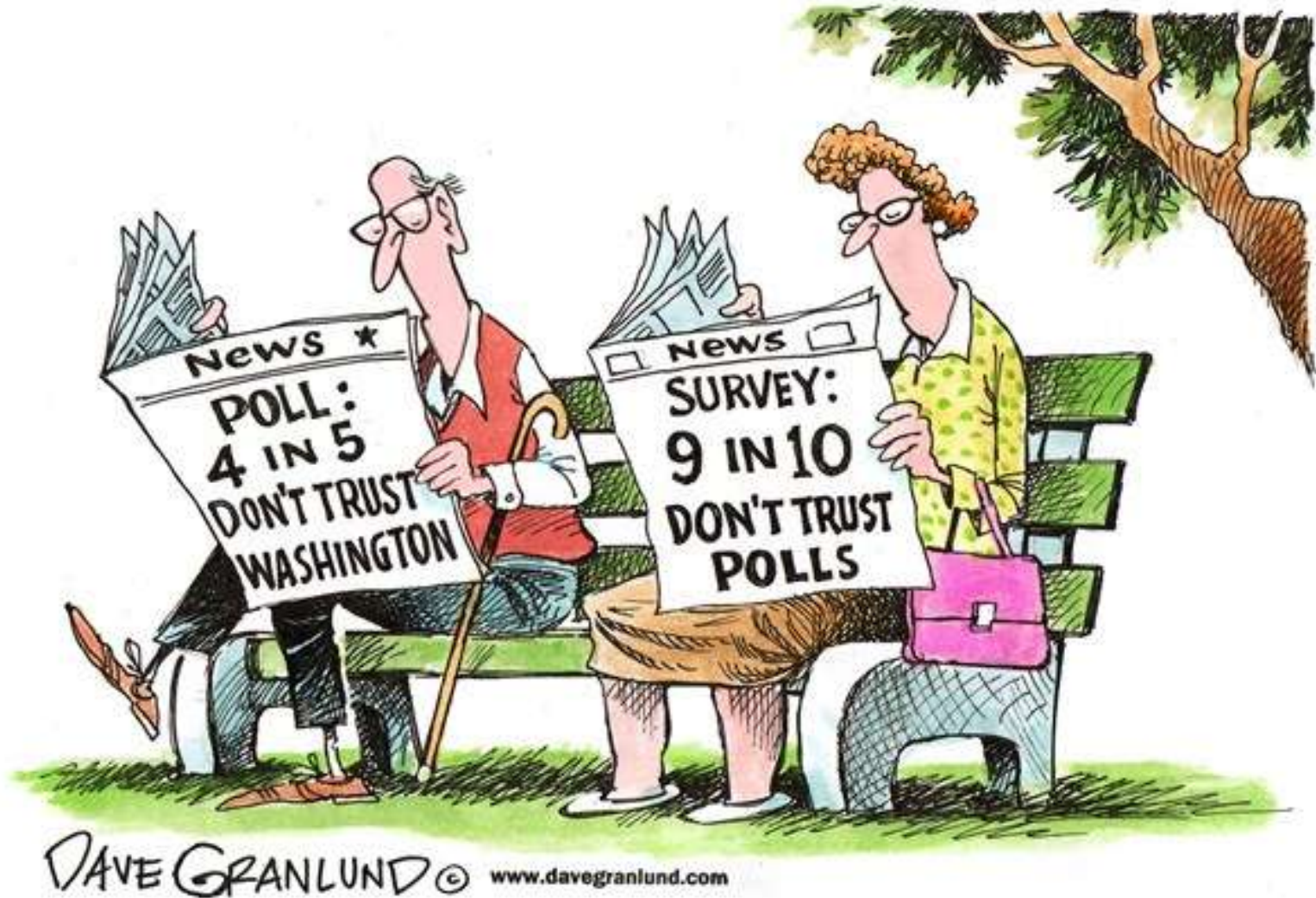
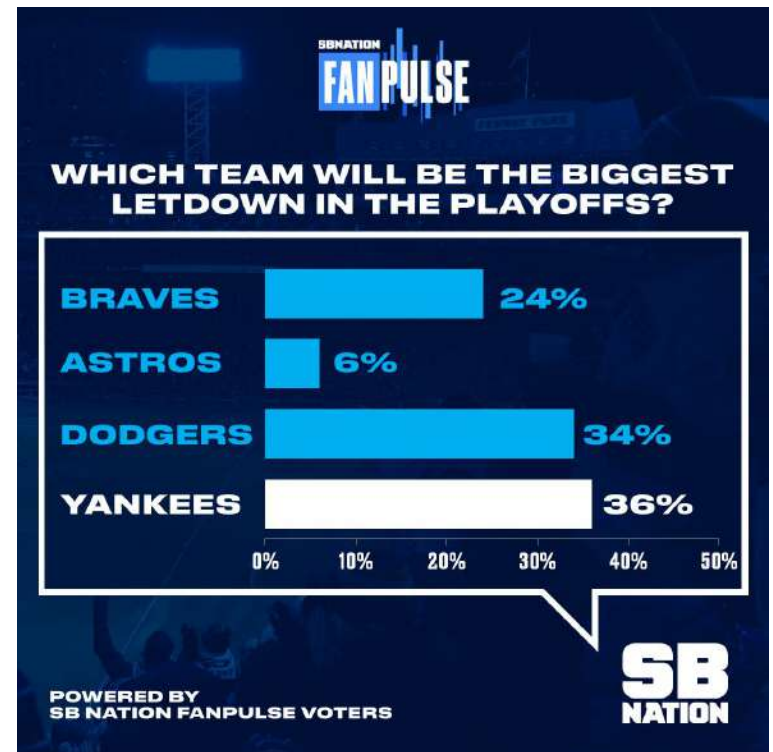


Opinion Polls in a Democracy



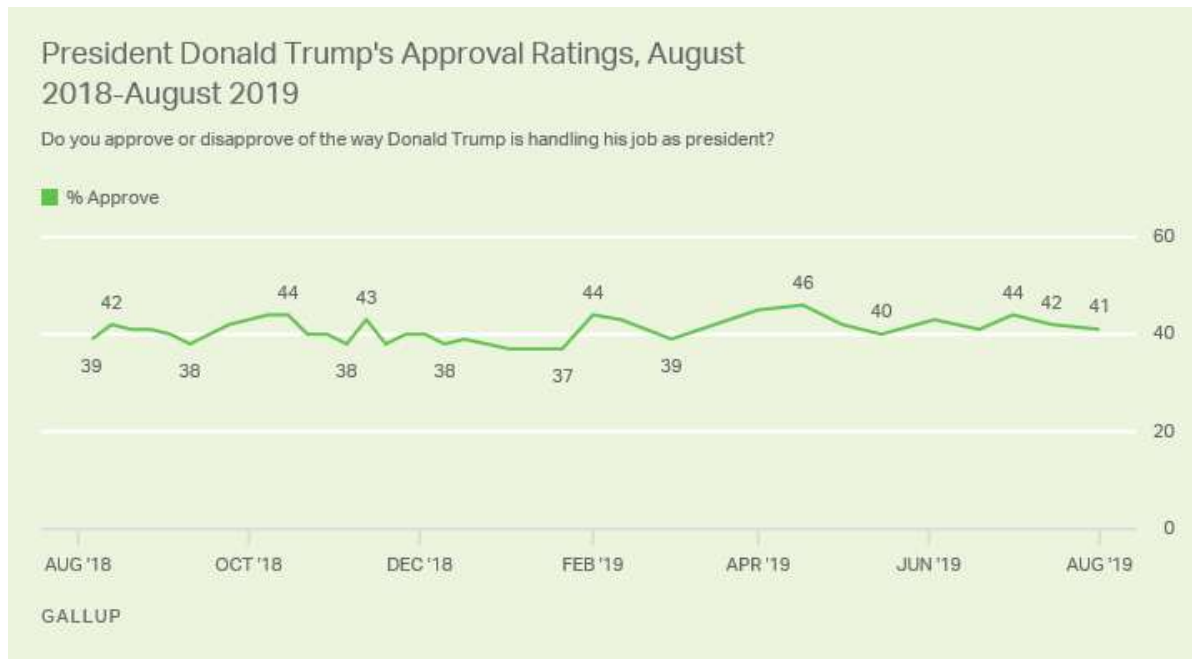
Definition

- Scientific analysis of public opinion regarding how segments of society feel about different people, issues, events, etc



Purpose of Polls

- Indicate what people feel
- Measure of what people believe
- Prediction of Action



2020 Presidential Vote Preference

	Democratic Candidate	Donald Trump
Joe Biden	50%	38%
Bernie Sanders	48%	39%
Elizabeth Warren	46%	39%
Kamala Harris	45%	39%

August 11-13, 2019
Registered Voters \pm 3% Pts.

Who uses opinion polls?

- Media Outlets
- Politicians
- Lobbying Groups
- People



Opinion Poll Word Wall

- Validity and Reliability
- Sample Size
- Random or Selected Participants
- Margin of Error
- Exit Polls

In one word, which policy issue concerns you the most in 2017?

ⓘ Poll is full and no longer accepting responses



Polling Organizations

- Gallup
- Marist
- Pew
- Quinnipiac
- Rasmussen
- Siena
- SurveyMonkey
- youGov
- Zogby



Limitations

- Can they be trusted?- Who is the sponsor?
- “Lies, damn lies and statistics!” Mark Twain and Winston Churchill



How to make your own opinion poll

- Yes/No questions or open ended?
- Select type of sample and size of survey
(1,000= 2,000,000)
- Public or private survey?
- Avoid leading questions (bias awareness)