

Chapter 2 Review Questions

Polling: The Scientific Assessment of Public Opinion

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Basic polling terms

- **Population**
 - That set of individuals about which we want to gather information
- **Sample**
 - The subset of the population selected for data gathering and analysis

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Basic polling statistics

- **Confidence level**
- **Random-sampling error margin**

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Confidence level

- A. Measures the probability that the population value that we are trying to estimate falls within the sampling-error margin.
- B. Is typically set at $\pm 3\%$
- C. Both
- D. Neither

Random-sample error margin reports the range that the population value will fall into on either side of the observed sample value

- A. True
- B. False

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For populations larger than 10,000, **random-sampling error** is very sensitive to:

- A. Population size
- B. Sample size
- C. Both
- D. Neither

Calculation formula for simple random-sampling error margin

- Error margin = $(0.98 / \sqrt{\text{sample size}}) \times 100$
- Error margin = $(0.98 / \sqrt{1067}) \times 100$
- Error margin = $(0.98 / 32.67) \times 100$
- Error margin = **3.0%**

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Representative-sample methods include:

- A. Simple random
- B. Multistate-cluster probability
- C. Random-Digit-Dialing polls
- D. Exit polls
- E. All of the above
- F. None of the above

Non-representative sample methods include:

- A. Convenience samples
- B. Quota samples
- C. Both
- D. Neither

Both **representative** and **non-representative samples** are commonly drawn in opinion polls, today.

- A. True
- B. False

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Convenience-sample selection is used today in:

- A. Internet polls
- B. Mail-return polls
- C. Toll-free call-in polls
- D. All of the above
- E. None of the above

Convenience-sample polls by the *Literary Digest* correctly predicted all presidential elections from 1916 through 1932

- A. True
- B. False

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The **1936** presidential election had:

- A. An unusually close outcome
- B. A higher-than-normal % of late vote decisions
- C. Strong class polarization
- D. All of the above

Quota-sample polls by George Gallup correctly predicted all presidential elections from 1936 through 1944

- A. True
- B. False

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The **1948** presidential election had:

- A. An unusually close outcome
- B. A higher-than-normal % of late vote decisions
- C. Strong class polarization
- D. All of the above

Sources of **non-sampling errors** include:

- A. Interviewer effects
- B. Question-wording effects
- C. Question-order effects
- D. All of the above
- E. None of the above

Push polls are intended to:

- A. Measure opinions
- B. Change opinions
- C. Both
- D. Neither

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