

1. In survey research, a group of people typical of the general population is called _____.
 - a. a sample
 - b. a straw poll
 - c. the electorate
 - d. a subgroup
 - e. a town hall

2. Which of the following statements best defines a straw poll?
 - a. A survey of the public's opinion on a particular topic at a particular moment
 - b. In the context of opinion polling, a group of people selected to represent the population being studied
 - c. A nonscientific poll in which there is no way to ensure that the opinions expressed are representative of the larger population
 - d. In the context of opinion polling, a sample in which each person within the entire population being polled has an equal chance of being chosen
 - e. In the context of opinion polling, the difference between what the sample results show and what the true results would have been had everybody in the relevant population been interviewed

3. Today, the most reputable polls sample between _____ and _____ people.
 - a. 1,500; 2,000
 - b. 8,000; 9,500
 - c. 12,500; 15,000
 - d. 20,000; 25,000
 - e. 35,000 ;40,000

4. Which of the following statements best defines a random sample?
 - a. A poll in which there is no way to ensure that the opinions expressed are representative of the larger population
 - b. In the context of opinion polling, a group of people selected to represent the population being studied
 - c. An atypical subgroup of the population
 - d. In the context of opinion polling, a sample in which each person within the entire population being polled has an equal chance of being chosen
 - e. A campaign tactic used to feed false or misleading information to potential voters, under the guise of taking an opinion poll

5. Which of the following is true of contemporary polling techniques?
 - a. A satisfactory sample can be obtained by phone polling.
 - b. In-person interviews continue to be the preferred means of polling.
 - c. The size of reputable samples is from 8,000 to 9,500 people.
 - d. Internet surveys are replacing phone surveys, and accuracy is greater than before.
 - e. The use of Internet phone systems and cell phones has complicated sampling.

6. A sample in which each person within the entire population being polled has an equal chance of being chosen is a _____ sample.
 - a. random
 - b. straw
 - c. biased
 - d. nonscientific
 - e. useless

7. Sampling error is the
- error that results when random sampling is used.
 - difference between what the push poll results show and what the exit poll results show.
 - result of the way the questions are phrased.
 - difference between what the poll shows and what the results would have been if everyone in the relevant population had been interviewed.
 - error that is introduced when polls create public opinion instead of measuring it.
8. The true result of a poll is
- a range of probabilities.
 - a single figure.
 - a house effect.
 - a statistical model.
 - sampling error.
9. All of the following affect the outcome of polls EXCEPT
- international pressure.
 - house effects.
 - the timing of polls.
 - question framing.
 - statistical modeling.
10. In the 2012 election, many major polling firms
- weighted independent turnout too heavily.
 - deliberately skewed the results.
 - overestimated Republican turnout.
 - said the election was too close to call.
 - did not use random sampling.
11. A(n) ____ poll is a campaign tactic used to feed false or misleading information to potential voters, under the guise of taking an opinion poll.
- straw
 - exit
 - push
 - tracking
 - Internet
12. Complications for telephone poll takers include:
- the lack of network coverage.
 - the rising costs of getting a cell phone connection.
 - the high costs of installing a landline.
 - the increase in the use of cell phones.
 - its limitations to prerecorded messages.
13. Polling firms respond to the difficulties of obtaining a body of respondents that truly reflects the population at large by:
- sampling the responses of the target group.
 - weighting the responses of various groups.

- c. randomly selecting the best responses.
- d. counting the number of positive responses.
- e. counting the number of negative responses.

14. For a given poll, a professional polling firm states that it has "95 percent confidence that the maximum margin of sampling error is plus or minus four percentage points." What is the firm trying to say by claiming "95 percent confidence"?

- a. There is a 95 percent chance that the poll is off by four points or more.
- b. There is a 5 percent chance that the poll is off by four points or more.
- c. There is a 95 percent chance that the poll is off by five points or more.
- d. There is a 4 percent chance that the poll is off by five points or more.
- e. There is a 5 percent chance that the poll is off by ninety-five points or more.

15. Which of the following statements is true of a house effect?

- a. Polling firms with a house effect are always right.
- b. All polling firms face the house effect during elections.
- c. A firm with a house effect is not always wrong.
- d. Polling firms that exhibit a house effect miss out on important points unlike its competitors.
- e. Polling firms with a house effect are disqualified from voting in elections.

16. The *Literary Digest* tried to predict the outcome of the presidential elections of 1936 by using a nonscientific poll and an unrepresentative sample. As a result, the pollsters forecast that Republican Alfred Landon would easily defeat Democratic incumbent Franklin D. Roosevelt. This is an example of _____.

- a. a straw-polling error
- b. weighting
- c. a house effect
- d. the bandwagon effect
- e. a push poll

17. Complications for telephone poll takers include:

- a. the lack of network coverage.
- b. the rising costs of getting a cell phone connection.
- c. the high costs of installing a landline.
- d. the increase in the use of cell phones.
- e. its limitations to prerecorded messages.

18. The true result of a public opinion poll:
- is a range of probabilities.
 - is a single figure.
 - needs to be kept anonymous.
 - is not statistical.
 - gives a clear winner.
19. For a given poll, a professional polling firm states that it has "95 percent confidence that the maximum margin of sampling error is plus or minus four percentage points." What is the firm trying to say by claiming "95 percent confidence"?
- There is a 95 percent chance that the poll is off by four points or more.
 - There is a 5 percent chance that the poll is off by four points or more.
 - There is a 95 percent chance that the poll is off by five points or more.
 - There is a 4 percent chance that the poll is off by five points or more.
 - There is a 5 percent chance that the poll is off by ninety-five points or more.
20. The small, short-lived changes in polling results are caused due to random error known as:
- sampling bias.
 - biased sampling.
 - random sampling.
 - statistical noise.
 - polling bias.
21. In a polling survey, people are asked, "How would you rate the epic movie Titanic?" In this case, which of the following issues associated with a polling survey is most likely to affect the results?
- The issue of framing misleading questions
 - The house effect
 - The issue of inadequate information in questions
 - The issue of weighting
 - The biased sampling error