

# How Polls are Conducted

After reading the article “How Polls are Conducted”, please answer following questions:

1. List three reasons Americans contact the Gallup organization.
2. What is the fundamental goal of a survey?
3. What is “equal probability of selection” and why is it important?
4. Why does Gallup try to reach people at home?
5. How were the earliest polls conducted? When did this take place?
6. How accurate were exit polls for presidential elections between 1936 and 1984?
7. How did the Gallup polls change in 1986? Why?
8. How did the Gallup polls change in 2008? Why?
9. What is the first step in the Gallup process? Explain in detail.
10. What is Gallup’s target? Who is NOT included?
11. What is the next step in the Gallup process? Explain in detail.
12. Why is it important to go through this “complicated” procedure?
13. Once a household is contacted via landline, how does Gallup choose who to interview?
14. How many interviews does it take to provide an adequate cross section of Americans?
15. What is more important than the actual number of people who need to be interviewed for a given sample?
16. Why doesn’t Gallup use samples larger than 1000?
17. What is the “margin of error?”
18. What happens after Gallup collects and processes data?