AP US Government Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Public Opinion Research**

Along with the discussion of defining and shaping public opinion come actual polls, methodology, and the survey organizations that design and administer these polls. This exercise is designed to introduce you to a few of the major companies, organizations, and universities that engage in the polling and/or reporting process. The list is not meant to be exhaustive or inclusive. Please follow the directions as you navigate your way through these sites and provide complete answers for the questions asked.

You are to choose 3 polling organizations (see list below). Once you have chosen your 3, you will do the following:

1. Describe the organization’s ideology, mission, and history (if available)

2. Provide a brief summary of contents/services offered (if any)

3. Go to [www.realclearpolitics.com](http://www.realclearpolitics.com) and find the polls section. Provide a brief summary of an actual survey conducted or reported by your chosen organizations, including the size of sample, methodology employed, and questions asked.

**Major Independent polling companies/groups**

Gallup

CNN/USA Today

Reuters

Zogby

Roper Center

Fox News

CBS/NY Times

Pew Research

Quinnipiac University

Harris

ABC/Washington Post

Rasmussen Reports

Marquette University

Huffington Post/Pollster

Many others you can select!

1. Name of company/group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   1. Ideology, Mission, History of polling
   2. Summary of service
   3. Biggest Part (longest part of response): summary of survey, size of sample, methodology employed and question asked
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