An opinion survey or poll is X number of questions asked to a random sample of people on various subjects. Typically surveys are asked in these two formats...

**Person-to-person Interview**

**OR**

**Telephone Interview**
Each respondent’s answers to the survey questions are added up to create the dataset. Most national surveys include about 1,000 respondents.

Dataset

<table>
<thead>
<tr>
<th>Survey Questions 1-4</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Do you agree or disagree with the following statement?</td>
<td>Do you believe this statement is true or false?</td>
<td>Do you think that this is good or bad?</td>
<td>Do you agree or disagree with the following statement?</td>
</tr>
<tr>
<td>1</td>
<td>Agree</td>
<td>False</td>
<td>Bad</td>
<td>Agree</td>
</tr>
<tr>
<td>2</td>
<td>Disagree</td>
<td>True</td>
<td>Bad</td>
<td>Disagree</td>
</tr>
<tr>
<td>3</td>
<td>Disagree</td>
<td>True</td>
<td>Good</td>
<td>Disagree</td>
</tr>
<tr>
<td>4</td>
<td>Agree</td>
<td>True</td>
<td>Good</td>
<td>Disagree</td>
</tr>
</tbody>
</table>
A topline is how all the respondents answer the questions.

**Question 1:**
Do you agree or disagree with the following statement...?

- 45% Agree
- 51% Disagree
- 4% No Answer

**Question 2:**
Do you believe this statement is true or false...?

- 75% True
- 25% False
To find out more about polls and polling click here to go to Polling 101

To *Search for Topline*, questions and answers, use iPOLL and click here.

To *Search for Datasets* and do your own analysis click here. Remember that the \(\rightarrow \times\) sign means that you can directly download the dataset onto your computer.

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