



ROPER CENTER

For Public Opinion Research

**ASSIGNMENT:
EVALUATING
A PUBLIC
OPINION POLL**

SLIDES



Assignment:
Evaluating
Polls in

Roper ? iPoll

Polling is a useful
toll for
understanding the
attitudes, beliefs, and
behaviors of the
general public.

Purpose of Assignment



Gain hands-on
experience analyzing
real-world polls



Evaluate methodology,
wording, and sampling



Interpret public opinion
findings



Practice critical
reflection on survey
design

Instructions

1

Choose one poll from Roper iPoll:

- Healthcare access
- Education quality

2

Review poll metadata (sponsor, date, sample, mode).

3

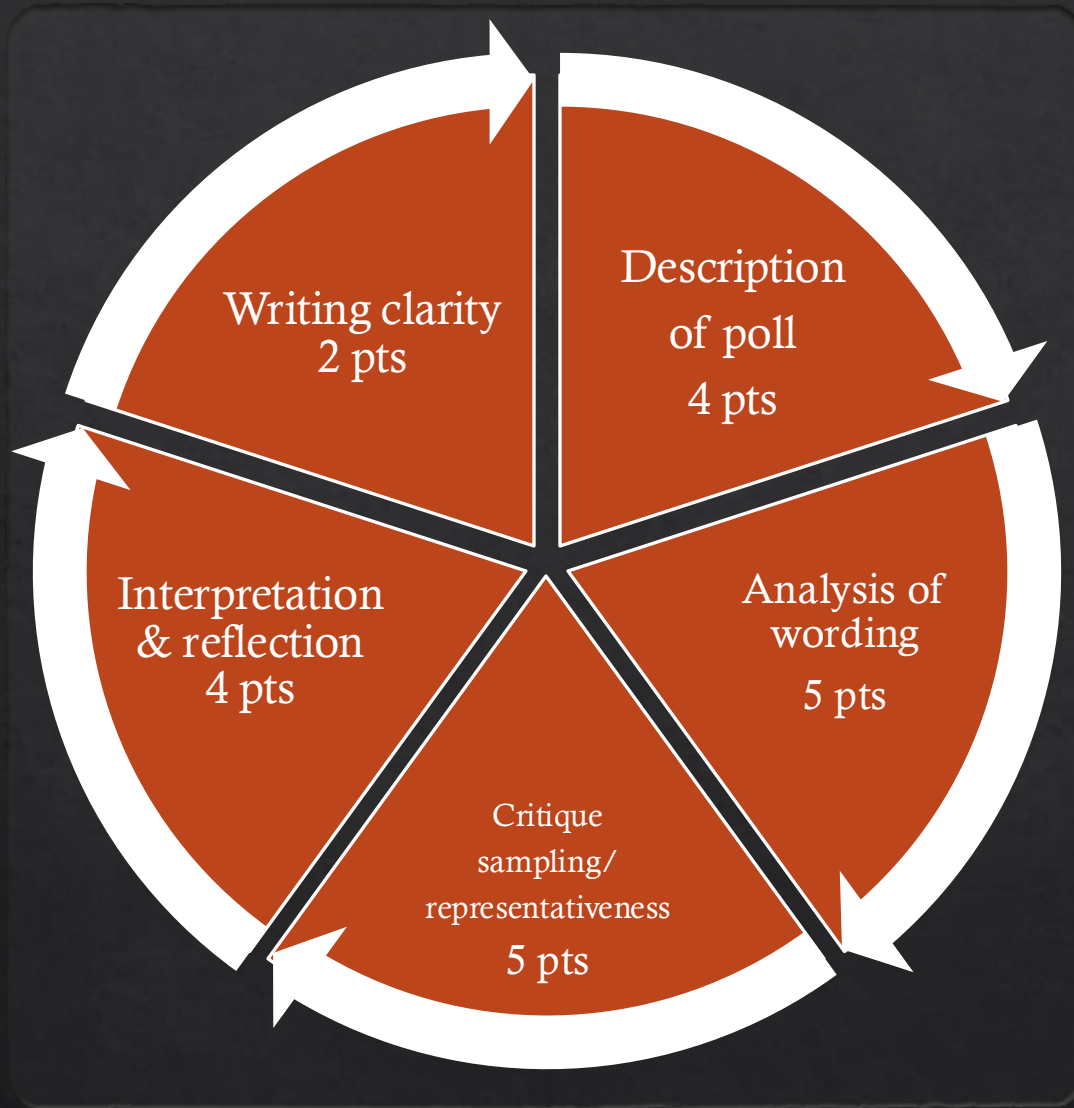
Write a 2–page paper covering description, wording, sampling, and interpretation.

4

Submit with poll citation or screenshot.

Deliverables

- ◆ 2-page (double-spaced) evaluation paper
- ◆ Poll citation (ASA/ APA/ Chicago) or screenshot
- ◆ Critical reflection on potential biases and limitations



Grading Rubric (20 pts)

Poll Options (from Roper iPoll)

Healthcare Access Examples:

“Do you think it is the responsibility of the federal government to make sure all Americans have healthcare coverage, or is that not the responsibility of the federal government?”

<http://bit.ly/46ALne0>

Education Examples:

“How satisfied are you with the quality of education students receive in the U.S. today?”

<http://bit.ly/3VwEWDt>