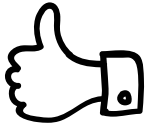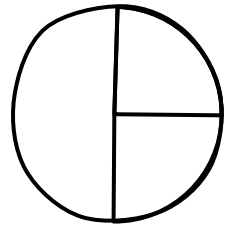# Measuring & Evaluating Public Opinion

4.5- 4.6

October 16/18, 2023

| Learning Intention	Success Criteria	You will need	notes
• I am learning about the elements of a scientific poll. • I am learning about the quality and credibility of claims based on public opinion data.	• I can identify polling methods/techniques • I can explain patterns and trends in data to draw conclusions.	Agenda	Measuring & Evaluating Public Opinion
		Homework	Watch DV 4.6

ENDURING STORIES:
WORLD WAR II FILIPINO VETERANS
& MILITARY FAMILIES

LGBT

Learning Intention

- I am learning about the elements of a scientific poll.
- I am learning about the quality and credibility of claims based on public opinion data.
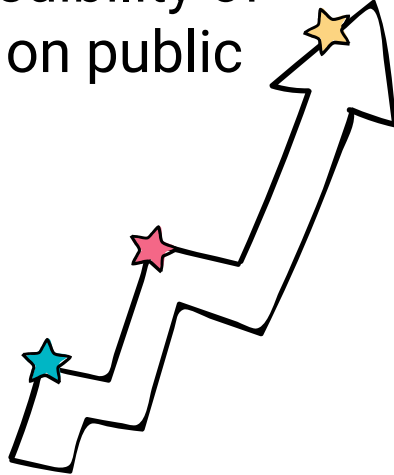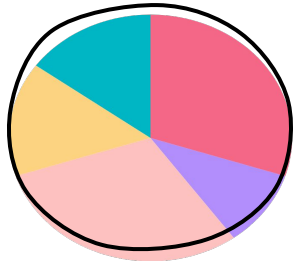
Success Criteria

- I can identify polling methods/techniques
- I can explain patterns and trends in data to draw conclusions.
- I can explain what the data implies or illustrates about political principles, institutions, processes, policies, and behaviors.

BELL RINGER

Which of the following characteristics best suggests that a public opinion poll is scientific and reasonably accurate?

a) The poll included an equal number of white voters and voters who identify as a person of color.

b) The poll revealed a sampling error of +/-5%

c) The poll reached only landline telephone users to ensure consistency.

d) The poll was conducted by a candidate's campaign allies

Preparing Valid Questions

ACCEPTABLE FORMAT

- Closed-ended (but what choices?)

- Open-ended (how to report?)

UNACCEPTABLE FORMAT

- Double-barrelled (asking two separate questions in one)

- Ambiguous (uses vaguely defined terms)

- Biased/Leading (uses manipulative language, more or less force-feeding the answer to the respondent)

Analyzing and Reporting the Findings

- Responsible pollsters consider the challenges of measuring intensity, stability, and relevance of data in their reporting.
- They also explain their methodology in minute detail so that others can assess how to weight the results of the poll.

Analysis II: Social Desirability Distortion

Bradley Effect - if answers would reveal socially undesirable trait/opinion, respondents might lie.

- Did you vote?
- Questions that would reveal racism, sexism, homophobia.

Bandwagon Effect - respondents might want to please the pollster, tell them what they think they want to hear. Or the respondent may want to feel that they are with the in-crowd, especially relevant with exit polls.

How might politicians use polling data?

- Collecting information on how to conduct their campaign
- Collecting information to shape policy
- Promoting themselves to the public (platform formation)
- Conducting opposition research
- Collecting information to inform votes on bills/actions
- Gaining support from donors

"He's trying to feel which way the wind is blowing."

When do politicians ignore public opinion?

- Think of themselves as trustees, not delegates
- Loyalty to particular interest groups (e.g., large donors)
- Not worried about reelection
- Principle (stop laughing)
- Believe that public opinion will change

How Politicians Might Use Polling Data

- Collecting information on how to conduct their campaign
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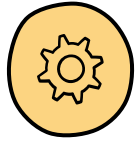

"He's trying to feel which way the wind is blowing."

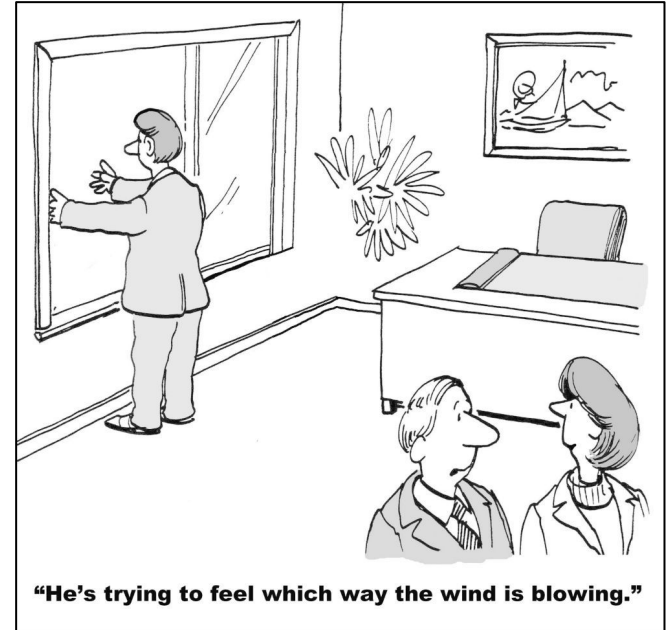# When do politicians ignore public opinion?

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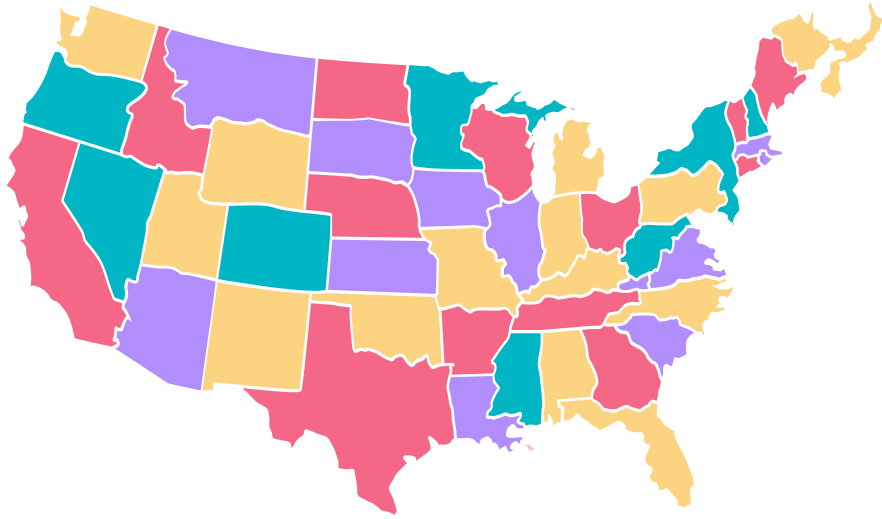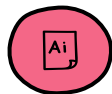- Believe that public opinion will change

When do politicians ignore public opinion?

100+   250+   300+   500+   Believe that public opinion will change

CFU

Which _____ of the poll for

Reactions Vary Depending on Label
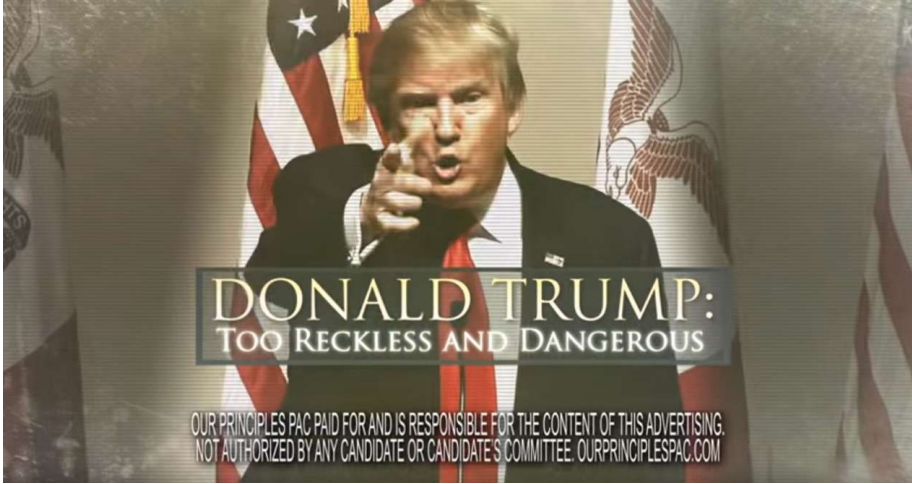
Legend: Very positive, Somewhat positive, Somewhat negative, Very negative

Label	Very positive	Somewhat positive	Somewhat negative	Very negative
Medicare-for-all	53%	28%	11%	4%
Guaranteed universal health coverage	44%	32%	13%	5%
Single-payer health insurance system	21%	37%	22%	6%
Socialized medicine	22%	33%	18%	15%

a) I _____ igns.
b) C _____ care.
c) C _____ ut
d) C _____ paigns,

CONTEXT**NEGATIVITY**

More Democrats than Republicans say cycle is too negative, not policy-focused

% of registered voters describing the presidential campaign so far as ...

	Dull	Interesting
All voters	16	75
Rep/Lean Rep	12	79
Dem/Lean Dem	16	77

	Not focused on important policy debates	Focused on important policy debates
All voters	64	26
Rep/Lean Rep	53	37
Dem/Lean Dem	71	20

	Too negative	Not too negative
All voters	71	23
Rep/Lean Rep	65	28
Dem/Lean Dem	75	20
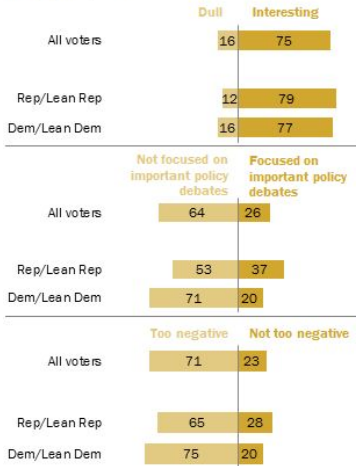
Notes: Based on registered voters.
Don't know responses not shown.
Source: Survey conducted Aug. 23-Sept. 2, 2016.

PEW RESEARCH CENTER

CONTEXT**NEGATIVITY**

HILLARY CLINTON $300,000 SPEECH:
MORE THAN AVERAGE AMERICAN
FAMILY EARNS IN 5 YEARS

More Democrats than Republicans say cycle is too negative, not policy-focused

% of registered voters describing the presidential campaign so far as …

	Dull	Interesting
All voters	16	75
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Notes: Based on registered voters.
Don't know responses not shown.
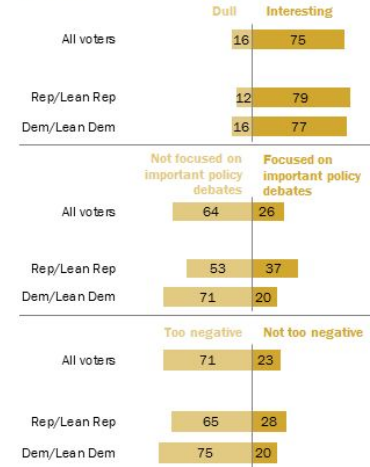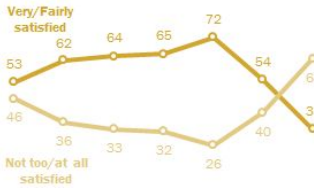Source: Survey conducted Aug. 23-Sept. 2, 2016.
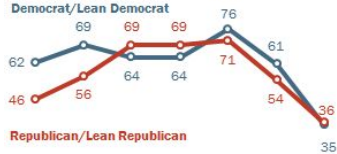
PEW RESEARCH CENTER

CONTEXT**SATISFACTION**

Voter satisfaction with choice of candidates at lowest point in decades

% of registered voters who are _____ with the choices of presidential candidates

Very/Fairly satisfied
53 62 64 65 72 54 63

Not too/at all satisfied
46 36 33 32 26 40 33

1992 1996 2000* 2004 2008 2012 2016

% of registered voters who are very/fairly satisfied with the choices of presidential candidates

Democrat/Lean Democrat
62 69 69 69 76 61 35

Republican/Lean Republican
46 56 64 64 71 54 36

1992 1996 2000* 2004 2008 2012 2016

Notes: Based on registered voters. Figures in previous elections are from comparable points in campaign cycle.
*Figure from June 2000.
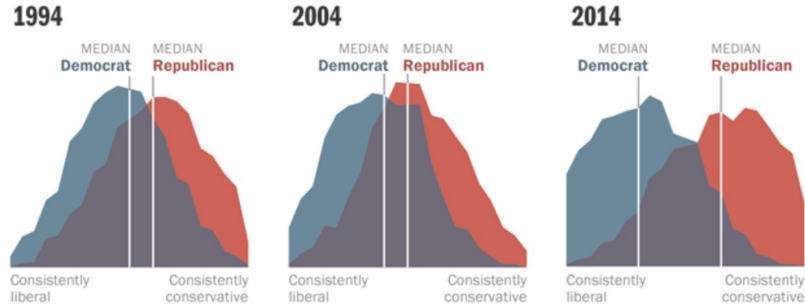Source: Survey conducted Aug. 23-Sept. 2, 2016.

PEW RESEARCH CENTER

CONTEXT**POLARIZATION**

Democrats and Republicans More Ideologically Divided than in the Past

Democrats and Republicans More Ideologically Divided than in the Past

Distribution of Democrats and Republicans on a 10-item scale of political values

1994
MEDIAN **Democrat** | MEDIAN **Republican**

Consistently liberal — Consistently conservative

2004
MEDIAN **Democrat** | MEDIAN **Republican**

Consistently liberal — Consistently conservative

2014
MEDIAN **Democrat** | MEDIAN **Republican**

Consistently liberal — Consistently conservative

Source: 2014 Political Polarization in the American Public
Notes: Ideological consistency based on a scale of 10 political values questions (see Appendix A). The blue area in this chart represents the ideological distribution of Democrats; the red area of Republicans. The overlap of these two distributions is shaded purple. Republicans include Republican-leaning independents; Democrats include Democratic-leaning independents (see Appendix B).
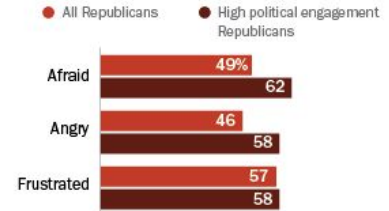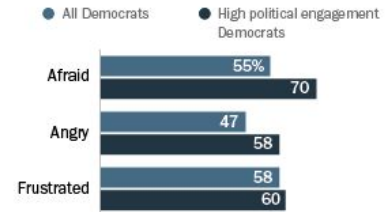
PEW RESEARCH CENTER

CONTEXT**POLARIZATION**
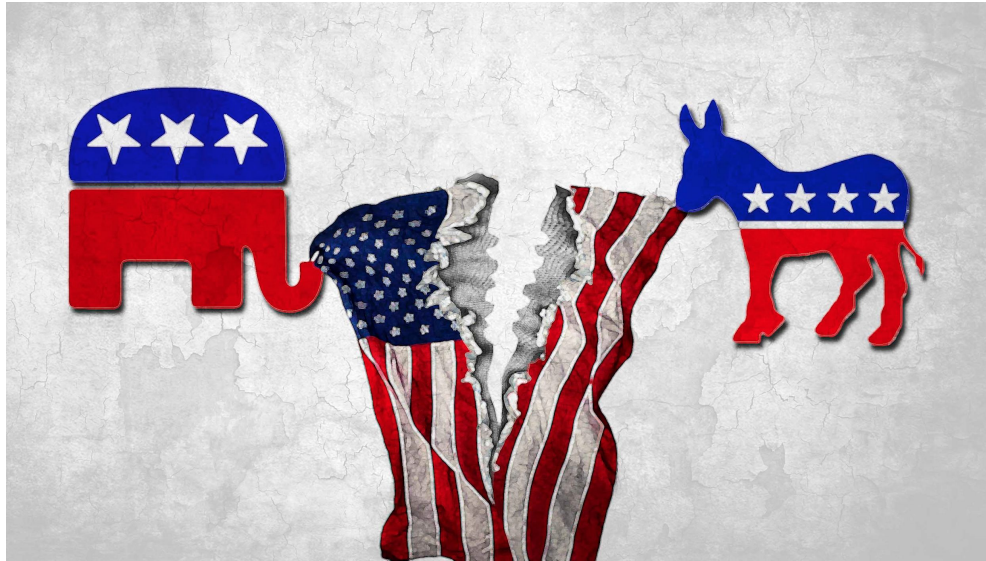
Frustration, fear and anger among partisans

% of **Republicans** who say the **Democratic Party** makes them feel ...

- All Republicans
- High political engagement Republicans

Afraid	49%	62
Angry	46	58
Frustrated	57	58

% of **Democrats** who say the **Republican Party** makes them feel ...

- All Democrats
- High political engagement Democrats

Afraid	55%	70
Angry	47	58
Frustrated	58	60

Note: Engagement scale based on voting frequency, campaign volunteerism and/or contributions. See Appendix A for details.
Source: Survey conducted March 2-28 and April 5-May 2, 2016.
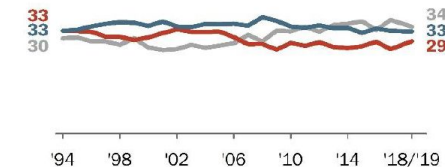
PEW RESEARCH CENTER

What the 2020 electorate looks like by party, race and ethnicity, age, education and religion

Share of registered voters who identify with the GOP has ticked up since 2017
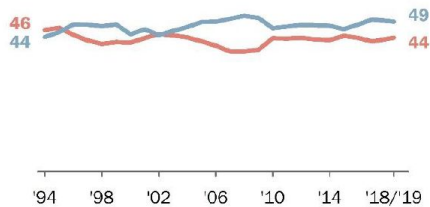
% of registered voters who identify as …

— Rep — Dem — Ind

33
33
30

34
33
29

'94 '98 '02 '06 '10 '14 '18/'19

% of registered voters who identify as/lean toward …

— Rep/Lean Rep — Dem/Lean Dem

46
44

49
44

'94 '98 '02 '06 '10 '14 '18/'19
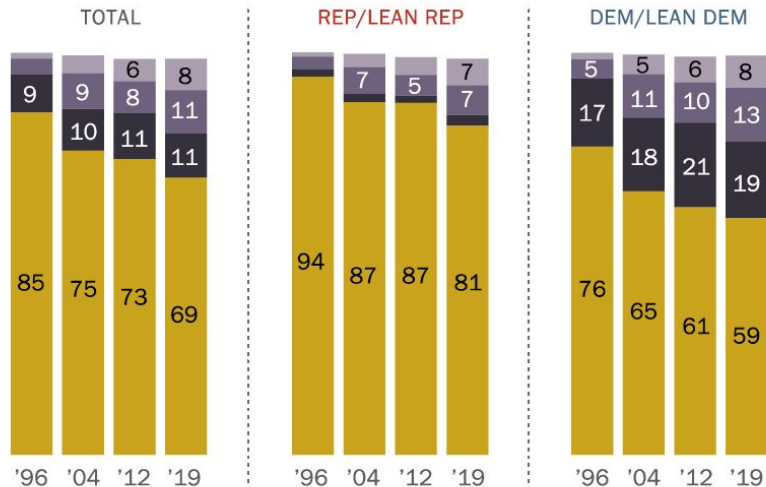
Nonwhites make up four-in-ten Democratic voters but fewer than a fifth of Republican voters

% of registered voters who are …

■ White ■ Black ■ Hispanic ■ Other

TOTAL

	'96	'04	'12	'19
Other	9	9	6	8
Hispanic		10	8	11
Black			11	11
White	85	75	73	69

REP/LEAN REP

	'96	'04	'12	'19
Other		7	5	7
Hispanic				7
White	94	87	87	81

DEM/LEAN DEM

	'96	'04	'12	'19
Other	5	5	6	8
Hispanic	17	11	10	13
Black		18	21	19
White	76	65	61	59

Pew Research Center

What the 2020 electorate looks like by party, race and ethnicity, age, education and religion

The aging U.S. electorate: A majority of Republican voters – and half of Democrats – are 50 and older

% of registered voters who are ...

Legend: ■ Ages 18-29 ■ 30-49 ■ 50-64 ■ 65+

TOTAL

	'96	'04	'12	'19
65+	19	19	20	24
50-64	21	25	31	28
30-49	42	39	32	31
18-29	16	15	15	17

REP/LEAN REP

	'96	'04	'12	'19
65+	18	18	23	25
50-64	22	25	31	31
30-49	43	42	33	29
18-29	17	14	12	13

DEM/LEAN DEM

	'96	'04	'12	'19
65+	20	20	19	23
50-64	21	25	31	27
30-49	41	37	32	30
18-29	17	16	18	19

Notes: Based on registered voters. Don't know/Refused responses not shown.
Source: Annual totals of Pew Research Center survey data (U.S. adults).

PEW RESEARCH CENTER

Share of Democratic voters with no college experience has fallen sharply; much less change among the GOP

% of registered voters who have completed ...

Legend: ■ HS or less ■ Some college ■ College degree ■ Postgrad

TOTAL

	'96	'04	'12	'19
Postgrad	9	12	15	15
College degree	15	18	20	21
Some college	29	30	30	33
HS or less	47	40	35	32

REP/LEAN REP

	'96	'04	'12	'19
Postgrad	10	11	13	10
College degree	17	21	21	19
Some college	31	32	32	35
HS or less	41	36	34	35

DEM/LEAN DEM

	'96	'04	'12	'19
Postgrad	9	13	16	19
College degree	13	17	20	22
Some college	27	28	29	31
HS or less	51	42	35	28

Notes: Based on registered voters. Don't know/Refused responses not shown.
Source: Annual totals of Pew Research Center survey data (U.S. adults).

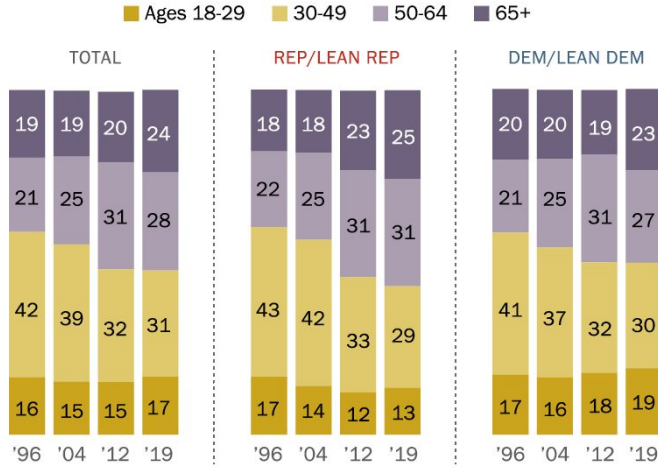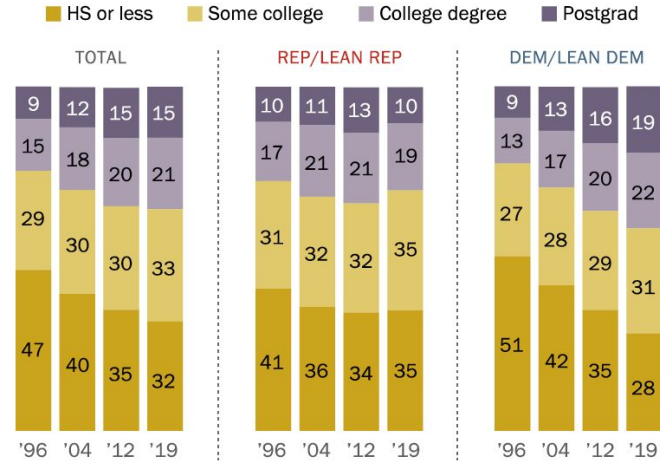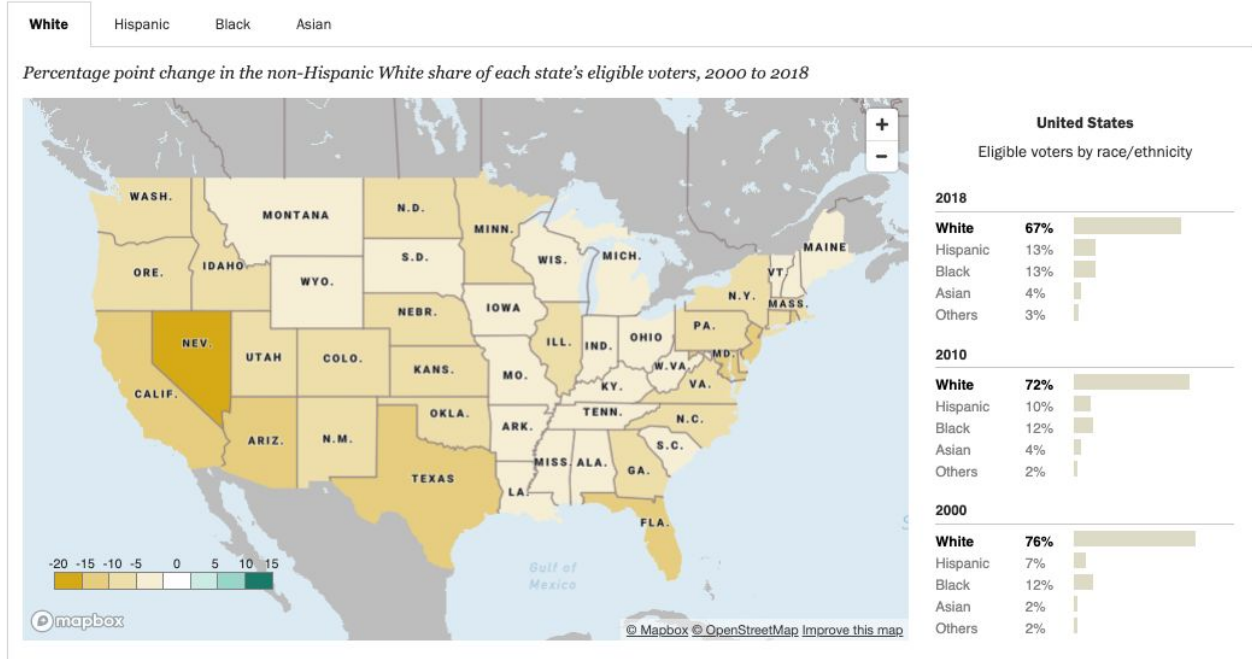**PEW RESEARCH CENTER**

Pew Research Center

The racial and ethnic breakdown of eligible voters in all 50 states – and how it changed between 2000 and 2018

Interactive: The changing racial and ethnic makeup of the U.S. electorate

Demographic shifts that have occurred in recent decades in the U.S. are reshaping the electorate. Use this map to explore racial and ethnic change by state between 2000 and 2018.

White	Hispanic	Black	Asian

Percentage point change in the non-Hispanic White share of each state's eligible voters, 2000 to 2018

United States
Eligible voters by race/ethnicity

2018
White	67%
Hispanic	13%
Black	13%
Asian	4%
Others	3%

2010
White	72%
Hispanic	10%
Black	12%
Asian	4%
Others	2%

2000
White	76%
Hispanic	7%
Black	12%
Asian	2%
Others	2%

-20 -15 -10 -5 0 5 10 15

© Mapbox © OpenStreetMap Improve this map

Pew Research Center

OCTOBER 1 – 4   QUINNIPIAC UNIVERSITY POLL

IS THE BIDEN ADMINISTRATION COMPETENT IN RUNNING THE GOVERNMENT?

YES
42%

NO
55%

MARGIN OF ERROR: +/- 2.7% PTS

BREAKING NEWS

LIVE
CNN
1:11 PM PT

NEW POLL: BIDEN APPROVAL SINKS TO 38%, LOWEST SINCE TAKING OFFICE

AMERICASBESTPICS.COM

Quinnipiac / Poll
UNIVERSITY

REUTERS / Ipsos

48% of Americans approve of the president

UPDATED OCT. 11, 2021
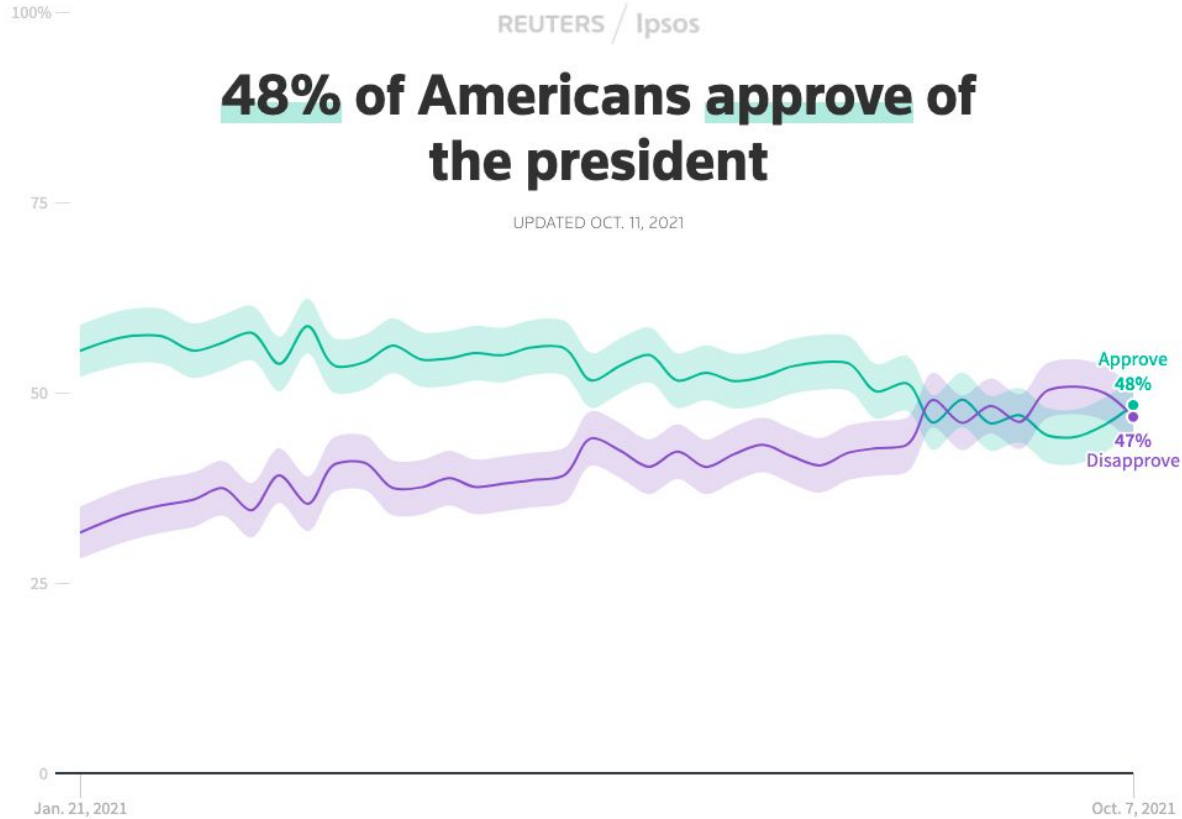
Approve
48%

47%
Disapprove

Jan. 21, 2021

Oct. 7, 2021
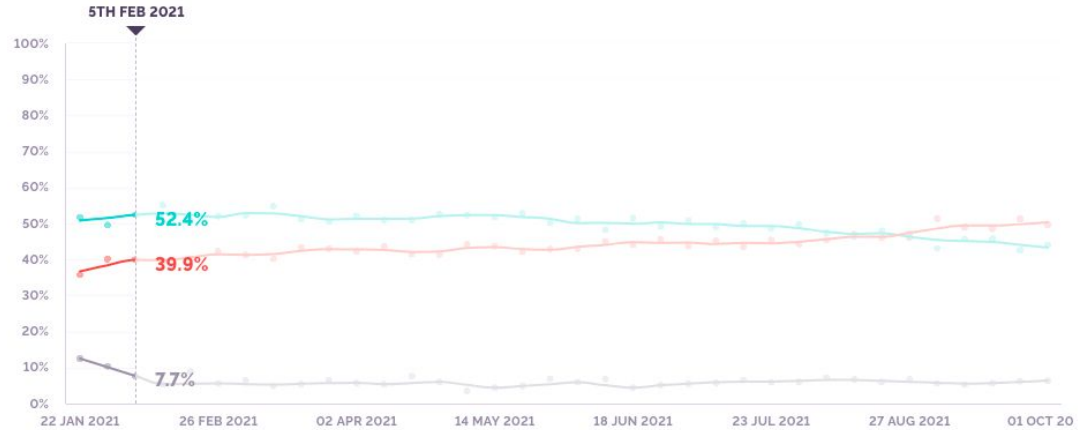
CBS NEWS POLL | YouGov

BIDEN'S OVERALL JOB RATING

50%   50%

APPROVE   DISAPPROVE

OCTOBER 6-8, 2021 | MOE: +/- 2.6 PTS.

RB RED & BLUE   PRES. BIDEN'S JOB APPROVAL FALLING AS DEMOCRATIC DIVISIONS STALL DOMESTIC AGENDA   CBSN LIVE
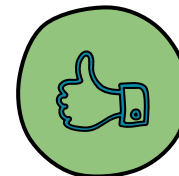
Biden approval rate drops over agenda confusi...
58M AGO

FiveThirtyEight

POLLSTER ⓘ	538 GRADE ⓘ	PREDICTIVE +/- ⓘ	POLLS ANALYZED ⓘ	MEAN-REVERTED BIAS ⓘ
SurveyUSA	A	-0.9	834	D+0.0
Rasmussen Reports/Pulse Opinion Research	B	0.0	748	R+1.5
Zogby Interactive/JZ Analytics	B-	+0.5	477	R+0.7
YouGov	B+	-0.3	455	D+0.7
Public Policy Polling	A-	-0.4	454	D+0.9
Mason-Dixon Polling & Strategy	A-	-0.4	445	R+0.5
American Research Group	C+	+0.7	277	D+0.1
SurveyMonkey	C	+1.0	268	D+4.7
Quinnipiac University	A-	-0.3	219	D+0.5
Emerson College	A-	-0.4	201	D+0.8
Marist College	A	-0.7	189	D+0.1
Harris Insights & Analytics	B+	-0.1	182	R+1.1
Gravis Marketing	B	+0.1	153	D+1.5

CLICK ON POLLSTER FOR MORE INFORMATION

Homework/To-Do

⭐ **Reading**

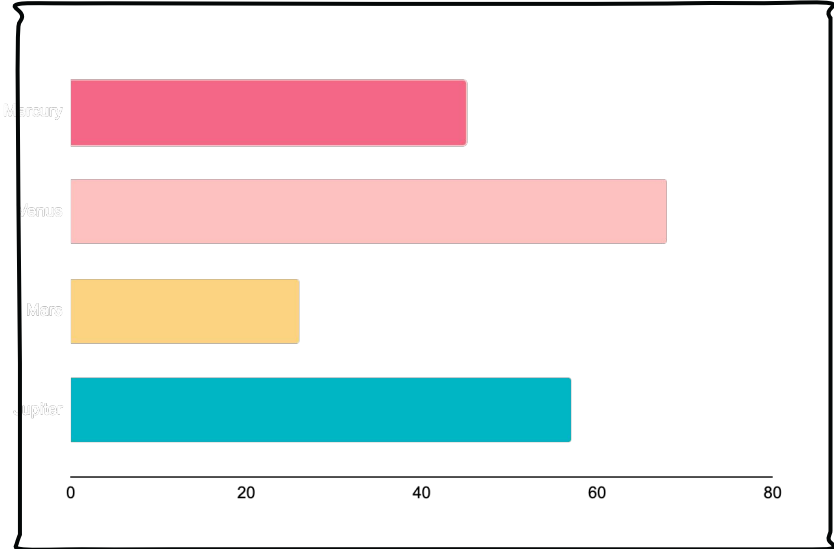Read 367- 374 & work on One-Pagers/Study Guide

⭐ **Daily Tribute**

Bring images to create your tribute slide next class

⭐ **Political Pumpkin**

See next slide for details

Political Pumpkins!

- Carve a pumpkin related to AP Government. Take pics & share on Twitter with #alhsgov AND #politicalpumpkins
- You may work in pairs for the carving
- EACH person completes a 1 page write-up explaining & connecting your #politicalpumpkins to govt. Incl at least 4 AP Gov vocab & underline them. Single-spaced 12 pt Times Roman font and 1-inch margins. Upload pics of your pumpkin and write up to Canvas Categories: Political Efficacy, Most Creative, & Contemporary Issue
- *Bring in pumpkins before school on Oct 31 and take them home by the end of the day Nov 1.*

Inspiration and pumpkins from the past can be viewed on Twitter by searching #politicalpumpkins or #politicalpumpkins.

jaden ✿ @JadenMadeline · Oct 30, 2019
kobe!🙆🏽🏀 #politicalpumpkins #alhsgov #yeetusthefetus @ramosclass

Alexandra @lexibrancato · Oct 28, 2018
#politicalpumpkins #alhsgov

Danielle @Dani__Bennett24 · Oct 28, 2018
#alhsgov #politicalpumpkins

em @crescendo89_ · Oct 30, 2019
♀️
@ramosclass #politicalpumpkins #alhsgov

Billy @Blupengui · Oct 29, 2019
Cutting pumpkins is fun 🎃 #alhsgov #politicalpumpkins @superkittymel @ramosclass

Bienna 🧩 @siennamc13 · Oct 30, 2015
I forgot to post these yesterday but here is my #politicalpumpkin @ramosclass

Kurt Einfalt @kurt_APGov · Oct 28, 2017
Best political pumpkin out there! @ramosclass #alhsgov #politicalpumpkins @Kaitlin_APGov

BAD POLLS