

GOV 1101: American Government
Peter Parides

Quiz #8-Measuring public opinion (Khan Academy video)

Question #1 (Short Answer)

According to the video why are politicians interested in measuring public opinion?

Ans.: They want to know what the public thinks.

Question #2 (Multiple Choice)

According to the video which of these is not used to measure public opinion?

- a. **Voter declarations**
- b. Focus groups
- c. Benchmark polls
- d. Exit polls

Question #3 (Short Answer)

According to the video what is an entrance poll?

Ans.: Voters state how they will vote when they enter the poll.

Question #4 (Short Answer)

According to the video how is a tracking poll conducted?

Ans.: You track the percentage of people who voter a candidate or an issue over a period of time.

Question #5 (Short Answer)

According to the video what is a focus group?

Ans.: Ask a group of people how they feel and what they care about.