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**

Interviewer Questions

Respondent Answers

Survey

**OR**

**Telephone Interview**

Interviewer Questions

Respondent Answers

Survey

Next
Each respondent’s answers to the survey questions are added up to create the dataset. Most national surveys include about 1,000 respondents.
A topline is how all the respondents answer the questions.

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

<table>
<thead>
<tr>
<th>45%</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>Disagree</td>
</tr>
<tr>
<td>4%</td>
<td>No Answer</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>75%</th>
<th>True</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>False</td>
</tr>
</tbody>
</table>
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 sign means that you can directly download the dataset onto your computer.

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