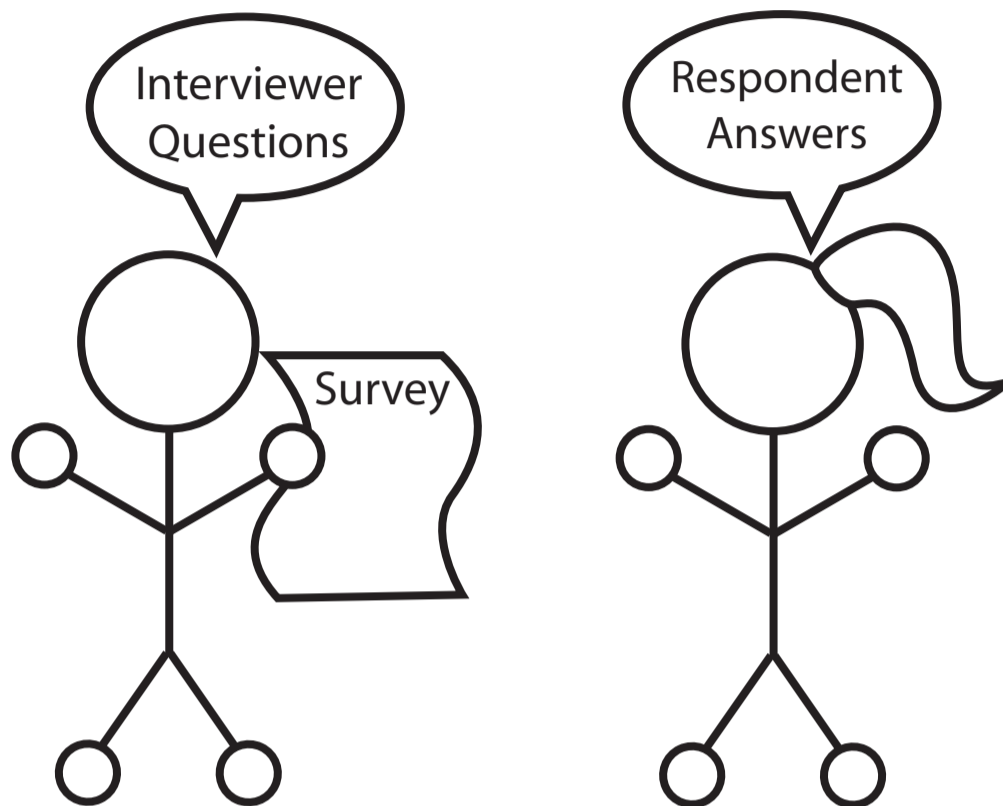


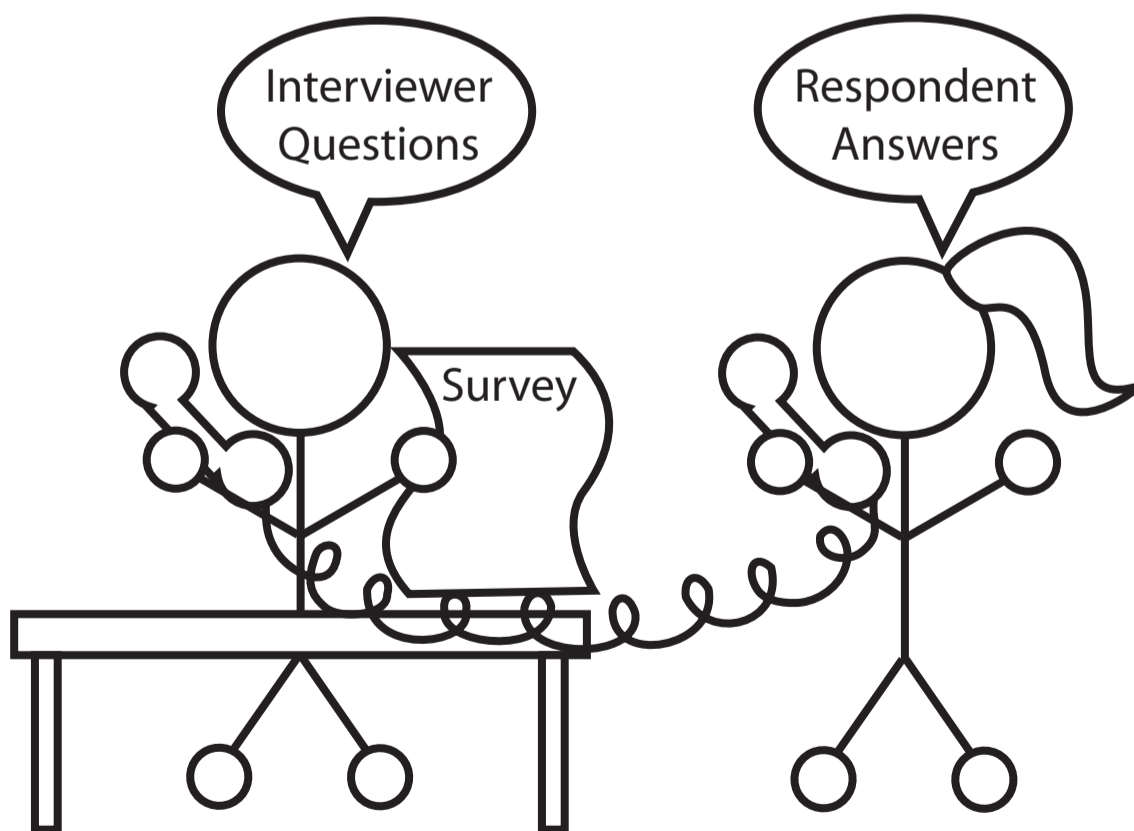
An **opinion survey or poll** is X number of questions asked to a random sample of people on various subjects. Typically surveys are asked in these two formats...

Person-to-person Interview



OR

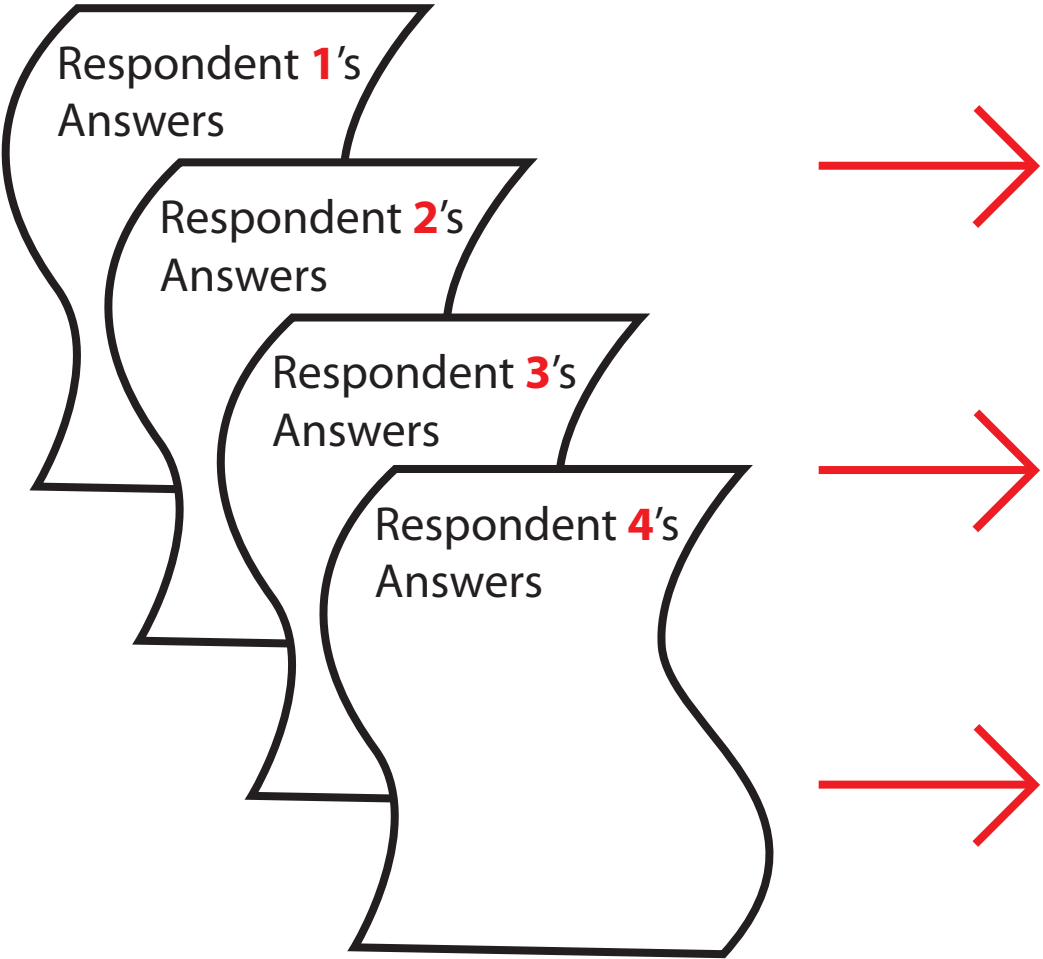
Telephone Interview



Next

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

Dataset



All Respondent's Answers

Survey Questions 1-4				
	1	2	3	4
	Do you agree or disagree with the following statement?	Do you believe this statement is true or false?	Do you think that this is good or bad?	Do you agree or disagree with the following statement?
1	Agree	False	Bad	Agree
2	Disagree	True	Bad	Disagree
3	Disagree	True	Good	Disagree
4	Agree	True	Good	Disagree

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Topline

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

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To find out more about polls and polling
click here to go to [Polling 101](#)

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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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