GBS221 **Gallup Discussion Questions** Name_____
Trollen

NOTE: These questions occur in the same order as they're found within the article. I suggest you read question #1, and then read the article until you discover the answer. Once you've written your answer to question #1, read question #2, then continue reading the article.

1. What was the *basic principle* of probability sampling?

2. What is the *fundamental goal* of a survey?

3. What is the key to reaching the fundamental goal?

4. How does Gallup conduct its interviews?

5. How does Gallup determine which homes to call?

6. How large a sample does Gallup usually take? What is its margin of error?

7. What steps does Gallup take to reduce sampling error and other biases?

8. What was the original mission of polling?