

Name \_\_\_\_\_

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 1) The founder of modern polling was \_\_\_\_\_  
A) Patrick Cadell.      B) Louis Harris.      C) Stan Roper.      D) George Gallup.
- 2) One of the first major attempts to change public opinion was \_\_\_\_\_  
A) Gallup polling.      B) *The Federalist Papers*.  
C) straw polling.      D) *The Pennsylvania Packet*.
- 3) The Committee on Public Information was designed to rally public opinion behind the U.S. war effort and was established by \_\_\_\_\_  
A) Teddy Roosevelt.      B) Harry S. Truman.  
C) Franklin Delano Roosevelt.      D) Woodrow Wilson.
- 4) A famous journalist and author who voiced his concern about how easy it was to manipulate public opinion was \_\_\_\_\_  
A) Ernie Pyle.      B) Walter Winchell.  
C) Edward R. Murrow.      D) Walter Lippman.
- 5) Public opinion polling, as we know it today, began to develop in the \_\_\_\_\_  
A) 1950s.      B) 1930s.      C) 1940s.      D) 1920s.
- 6) In the 2000 election, the media initially declared Al Gore the winner over George W. Bush. This call was made using \_\_\_\_\_  
A) entrance polls.      B) random-digital dial technologies.  
C) actual vote totals.      D) Voter News Service projections.
- 7) One magazine correctly predicted every presidential election from 1920 to 1932. That magazine was \_\_\_\_\_  
A) *New Yorker*.      B) *Literary Digest*.      C) *Time*.      D) *Look*.
- 8) *Literary Digest* used \_\_\_\_\_ polls to predict the popular vote in presidential elections. \_\_\_\_\_  
A) straw      B) exit      C) deliberative      D) tracking
- 9) Unscientific surveys used to gauge public opinion on a variety of issues are called \_\_\_\_\_  
A) straw polls.      B) exit polls.  
C) tracking polls.      D) deliberative polls.
- 10) Which of the following contributed to the inaccurate results in *Literary Digest's* prediction of the winner in the 1936 presidential election? \_\_\_\_\_  
A) The wealthy were oversampled, leading to an oversampling of Republican voters.  
B) Self-selection.  
C) Polls were taken in early September and voters changed their minds by November.  
D) all of the above

- 11) The 1936 election was correctly predicted by \_\_\_\_\_ 11) \_\_\_\_\_  
 A) the National Election Study. B) the *Literary Digest*.  
 C) George Gallup. D) all of the above
- 12) The polling industry suffered a setback in 1948 when it predicted that \_\_\_\_\_ would win the presidential election. 12) \_\_\_\_\_  
 A) Henry Wallace B) Thomas Dewey  
 C) Strom Thurmond D) Harry S Truman
- 13) Every two years, since 1952, there have been regular surveys of the American electorate known as the \_\_\_\_\_ 13) \_\_\_\_\_  
 A) National Election Study. B) National Public Opinion Survey.  
 C) General Survey. D) Barometer of the American Electorate.
- 14) The process through which an individual acquires particular political orientations is called \_\_\_\_\_ 14) \_\_\_\_\_  
 A) public opinion. B) acquisition. C) politicization. D) socialization.
- 15) Which of the following is an agent of political socialization? 15) \_\_\_\_\_  
 A) Family and friends B) Schools  
 C) The mass media D) all of the above
- 16) Your political opinions are often affected by \_\_\_\_\_ 16) \_\_\_\_\_  
 A) the region of the country in which you live.  
 B) your race or gender.  
 C) political events.  
 D) all of the above
- 17) In 1988, \_\_\_\_\_ percent of children in Republican households identified themselves as Republicans. 17) \_\_\_\_\_  
 A) 32 B) 88 C) 58 D) 72
- 18) A child's peer group is most influential in \_\_\_\_\_ 18) \_\_\_\_\_  
 A) late elementary school. B) preschool.  
 C) middle and high school. D) early elementary school.
- 19) During the 2004 presidential elections, \_\_\_\_\_ percent of Americans learned about the presidential campaign from alternative sources such as *The Tonight Show*, *The Late Show*, or *The Daily Show*. 19) \_\_\_\_\_  
 A) 34 B) 65 C) 40 D) 25
- 20) The media is taking on a growing role as an agent of socialization because adult Americans spend an average of \_\_\_\_\_ hours per week watching television. 20) \_\_\_\_\_  
 A) 30 B) 50 C) 100 D) 80
- 21) By the 2004 election, about \_\_\_\_\_ percent reported using the Internet to find information about candidate's positions on the issues. 21) \_\_\_\_\_  
 A) 22 B) 50 C) 10 D) 30

- 22) Social group membership tend to affect political beliefs and opinions, particularly groups categorized by \_\_\_\_\_ 22) \_\_\_\_\_  
 A) religious affiliation. B) race and income.  
 C) education level. D) all of the above
- 23) In today's society, \_\_\_\_\_ percent of Americans belonged to a church or synagogue. 23) \_\_\_\_\_  
 A) 27 B) 96 C) 67 D) 42
- 24) In 2004, \_\_\_\_\_ percent of Americans identified themselves as Protestant. 24) \_\_\_\_\_  
 A) 31 B) 56 C) 42 D) 22
- 25) The most conservative religious group tends to be 25) \_\_\_\_\_  
 A) Protestants. B) Catholics. C) Muslims. D) Jews.
- 26) The most liberal religious group tends to be 26) \_\_\_\_\_  
 A) Muslims. B) Protestants. C) Jews. D) Catholics.
- 27) In 2004, John Kerry and John Edwards captured \_\_\_\_\_ percent of the Jewish vote. 27) \_\_\_\_\_  
 A) 59 B) 52 C) 37 D) 74
- 28) Of the groups listed below, which tends to be the most politically conservative? 28) \_\_\_\_\_  
 A) Cubans B) Hispanics  
 C) Native Americans D) Asians
- 29) Historically, some of the biggest gender differences in political attitudes have been on 29) \_\_\_\_\_  
 A) economic issues. B) military issues.  
 C) foreign aid and the United Nations. D) farm subsidies.
- 30) Polls show that women and men 30) \_\_\_\_\_  
 A) hold identical views on foreign policy issues.  
 B) hold very different views on a variety of issues.  
 C) hold identical views on social issues.  
 D) hold identical views on 99 percent of issues.
- 31) The fastest-growing age group in America is 31) \_\_\_\_\_  
 A) under 25. B) over 65. C) 41-65. D) 26-40.
- 32) Of the following groups, who was more likely to vote for John Kerry in 2004? 32) \_\_\_\_\_  
 A) Those over 60 years old B) Whites  
 C) Women D) Protestants
- 33) Of the following groups, who was more likely to vote for George W. Bush in 2004? 33) \_\_\_\_\_  
 A) Those 18 to 29 years old B) Jews  
 C) Catholics D) Northeasterners
- 34) Church attendance is highest in the 34) \_\_\_\_\_  
 A) South. B) Midwest. C) West. D) Northeast.

- 35) In 2004, citizens who live on the West Coast tended to \_\_\_\_\_  
 A) vote for John Kerry. B) have an anti-government bias.  
 C) favor higher defense spending. D) be highly religious.
- 36) When asked by the Roper Center, \_\_\_\_\_ percent of Americans referred to themselves as politically moderate. \_\_\_\_\_  
 A) 35 B) 51 C) 60 D) 42
- 37) When asked by the Roper Center, \_\_\_\_\_ percent of Americans referred to themselves as politically conservative. \_\_\_\_\_  
 A) 19 B) 29 C) 39 D) 49
- 38) While some people vote on the basis of ideology or partisanship, most do neither. Instead, their ideas about politics are influenced by \_\_\_\_\_  
 A) political knowledge. B) cues from leaders and opinion makers.  
 C) personal benefits. D) all of the above
- 39) In the United States, \_\_\_\_\_ percent of Americans graduate from high school. \_\_\_\_\_  
 A) 65 B) 82 C) 78 D) 95
- 40) According to a 2003 survey, what percentage of Americans are unable to identify the chief justice of the U.S.? \_\_\_\_\_  
 A) 49 B) 11 C) 69 D) 25
- 41) The most rigorous technique for selecting a polling sample is \_\_\_\_\_  
 A) man-on-the-street sampling. B) self-selected sampling.  
 C) straw polling. D) stratified sampling.
- 42) Most polls conducted by newspapers are \_\_\_\_\_  
 A) telephone polls. B) deliberative polls.  
 C) direct mail surveys. D) straw polls.
- 43) All polls contain errors. In order to determine how reliable a poll is, one must determine the \_\_\_\_\_  
 A) standard deviation. B) sampling error.  
 C) inaccuracy rate. D) all of the above.
- 44) Which of the following is a weakness of public opinion polls? \_\_\_\_\_  
 A) All polls contain excessive errors.  
 B) Polls are unable to measure the intensity of feelings about issues.  
 C) Only elite opinion is measured.  
 D) all of the above

## Answer Key

Testname: PUBLIC OPINION AND POLITICAL SOCIALIZATION

- 1) D
- 2) B
- 3) D
- 4) D
- 5) B
- 6) D
- 7) B
- 8) A
- 9) A
- 10) D
- 11) C
- 12) B
- 13) A
- 14) D
- 15) D
- 16) D
- 17) C
- 18) C
- 19) C
- 20) A
- 21) B
- 22) D
- 23) C
- 24) B
- 25) A
- 26) C
- 27) D
- 28) A
- 29) B
- 30) B
- 31) B
- 32) C
- 33) C
- 34) A
- 35) A
- 36) A
- 37) B
- 38) D
- 39) B
- 40) C
- 41) D
- 42) A
- 43) B
- 44) B