Polling and the Public

Herbert Asher,
Chapter 3
Wording: Double Negative Questions (54)

1992 Roper Poll for American Jewish Committee:

**Question 1:** “Does it seem possible or does it seem impossible to you that the Nazi extermination of Jews never happened?”

**Results:**
Holocaust never occurred: 22 %
Did not know: 12 %

**Question 2:** “Does it seem possible to you that the Nazi extermination of the Jews never happened, or do you feel certain that it happened.”

**Results:**
Holocaust never occurred: 1 %
Argumentative, Leading Questions (55)

Poll question attacking Jerry Springer in the 1982 Ohio Governors Race (conducted by state Attorney General, William Brown, candidate for Governor)

**Question 1:** “As you many know, Jerry Springer, who had gotten married six months earlier, was arrested on morals charges with three women in a hotel room. He also used a bad check to pay for the women’s services, and subsequently resigned as mayor of his city. Does this make you much more likely, somewhat more likely, or somewhat less likely, or much less likely to support Jerry Springer for Governor this year?

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Argumentative, Leading Questions (55)

Though not entirely accurate, it did provoke Springer to response in this.

**TV commercial:** [http://www.youtube.com/watch?v=tzT4dOyCMg0](http://www.youtube.com/watch?v=tzT4dOyCMg0)
The Impact of Response Alternatives (56)

Two polls 1992 provided the following options:

**Gallup 1992**

*Is your opinion of Bush or Clinton “favorable or unfavorable or don’t know enough to offer an opinion.”*

**Results for Clinton:**

- Favorable: 63%
- Unfavorable: 25%
- Don’t Know: 12%
The Impact of Response Alternatives (56)

Is your opinion of Bush or Clinton “favorable, not favorable, undecided or haven’t heard enough about a candidate to have an opinion.”

Results for Clinton:
Favorable: 36%
Not favorable: 24%
Undecided: 31%
Haven’t heard enough: 9%
“Do you approve or disapprove of job that George W. Bush is doing as president? Is America heading in the Right or Wrong direction?”

**Results:**
Country Heading in Right Direction: 42%

“Is America heading in the Right or Wrong direction? Do you approve or disapprove of job that George W. Bush is doing as president?”

**Results:**
Country Heading in Right Direction: 34%

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