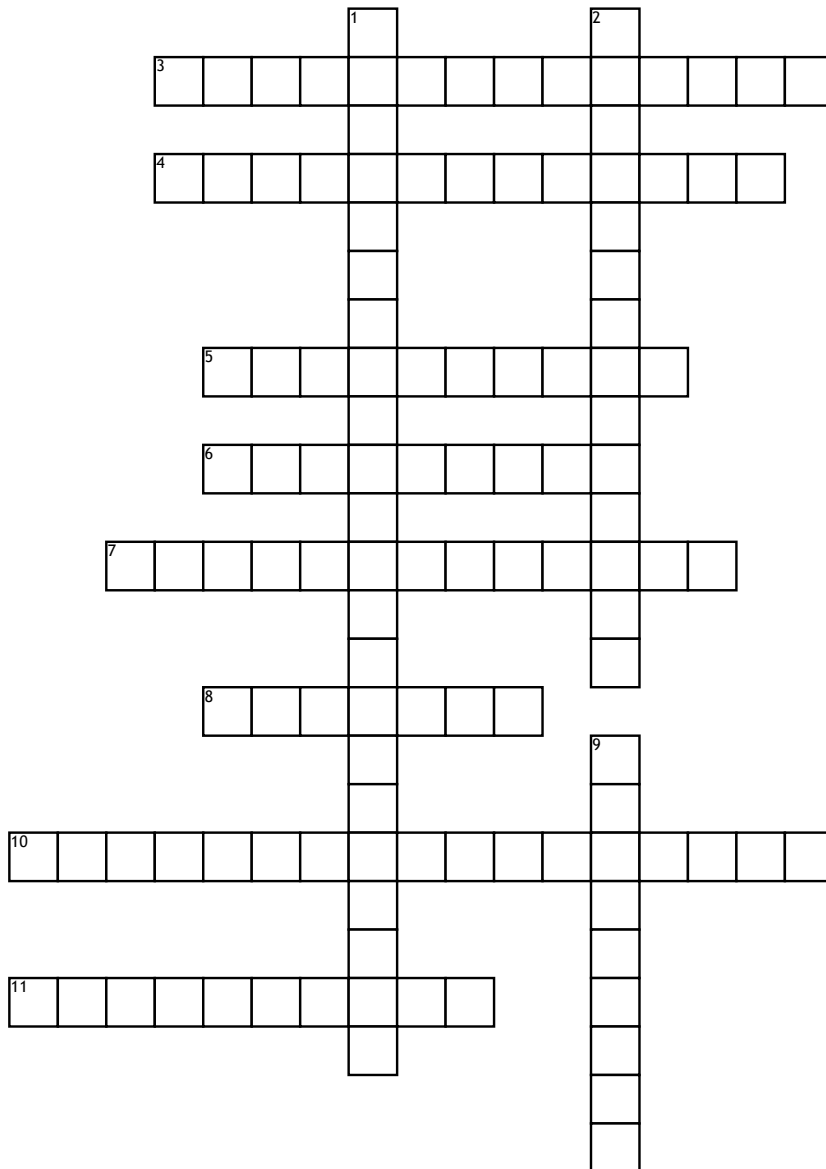


# Public Opinion Vocabulary



**Across**

- 3. a method of selecting a sample from a statistical population in such a way that every possible sample that could be selected has a predetermined probability of being selected.
- 4. in statistics, a measurement of the accuracy of the results of a survey
- 5. an unofficial vote taken to obtain an indication of the general trend of opinion on a particular issue.
- 6. any of the means of communication, as television or newspapers, that reach very large numbers of people.
- 7. views prevalent among the general public.
- 8. record the opinion or vote of.

10. is the citizens' faith and trust in government and their belief that they can understand and influence political affairs.

11. a representative group of people questioned together about their opinions on political issues, consumer products, etc.

**Down**

- 1. is a lifelong process by which people form their ideas about politics and acquire political values
- 2. is a percentage determined by a polling which indicates the percentage of respondents to an opinion poll who approve of a particular person or program.
- 9. are surveys of a small percentage of voters taken after they leave their voting place. pollsters use this data to project how all voters or segments of voters side on a particular race or ballot measure