

Chartpack

The Kaiser Family Foundation in collaboration with *Public Perspective*

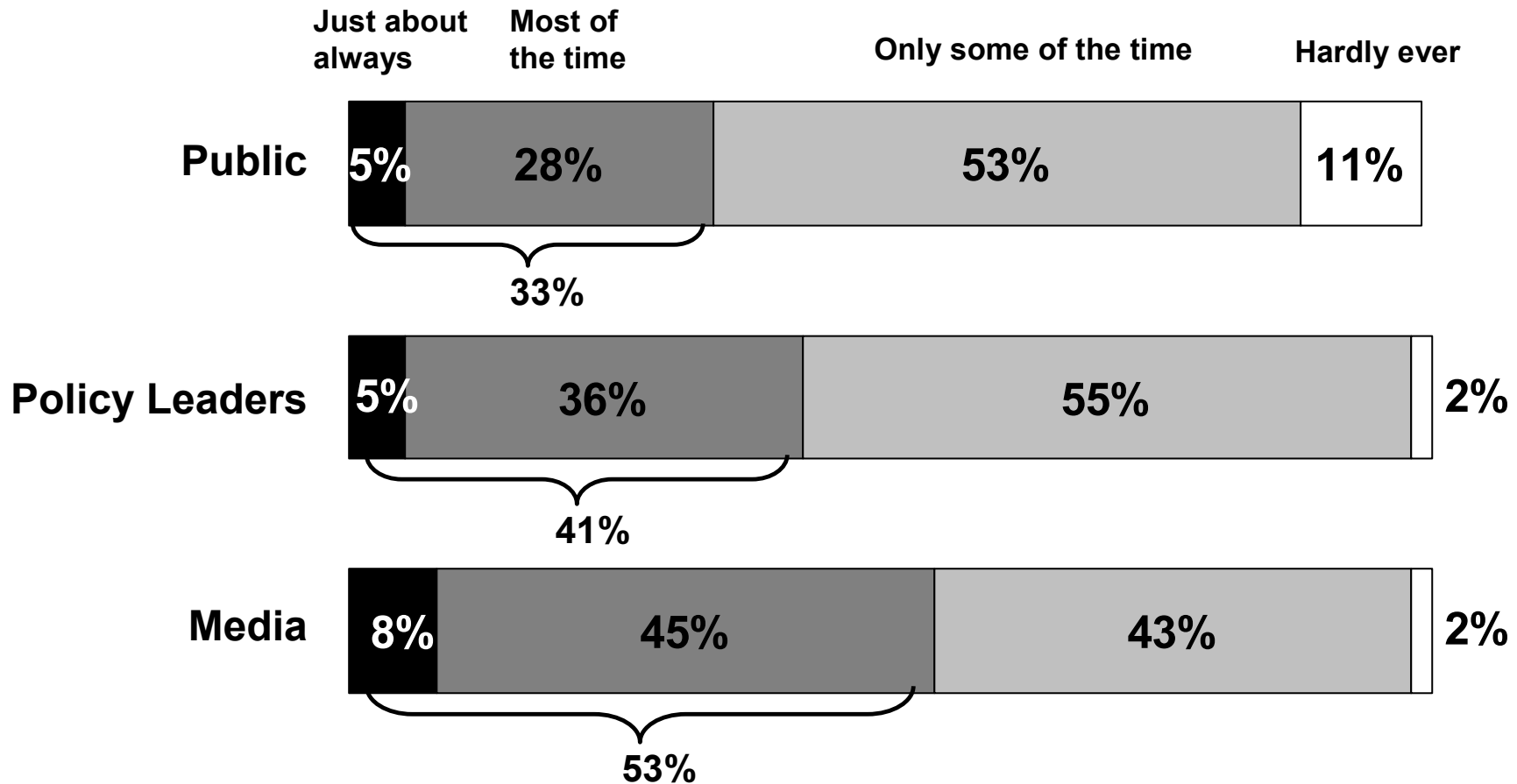
National Survey of the *Role of Polls in Policymaking*

June 2001

Chart 1

Public is the Least Confident in Accuracy of Polls

How often do public opinion polls accurately reflect what the public thinks?



*Don't knows not shown

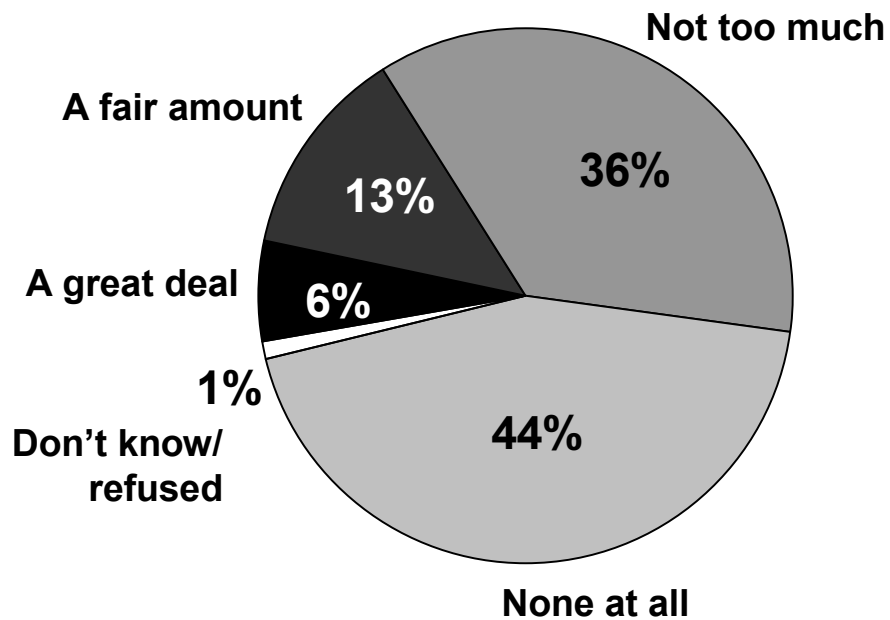
Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 2

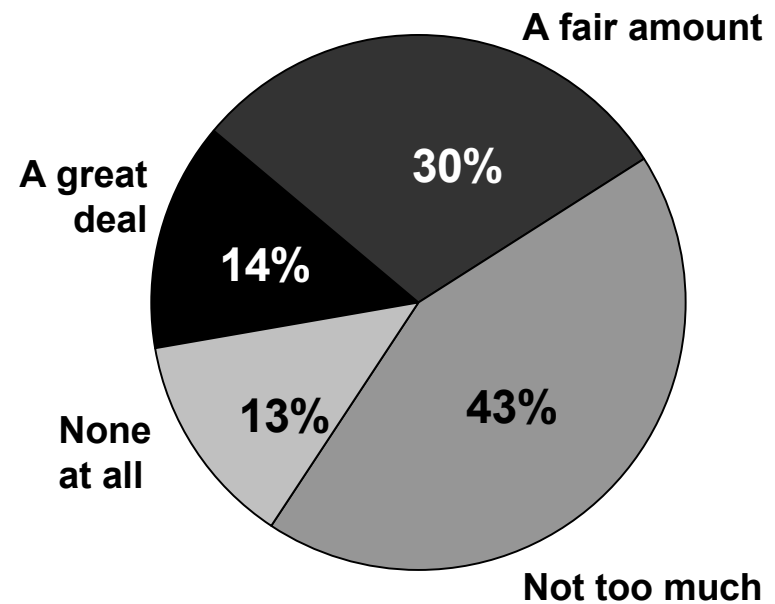
Journalists More Likely to Consult Polls in Their Jobs

Percent who say they consult polls...

Policy Leaders



Media



*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 3

Which is the best way for officials to learn what the majority of people think about important issues?

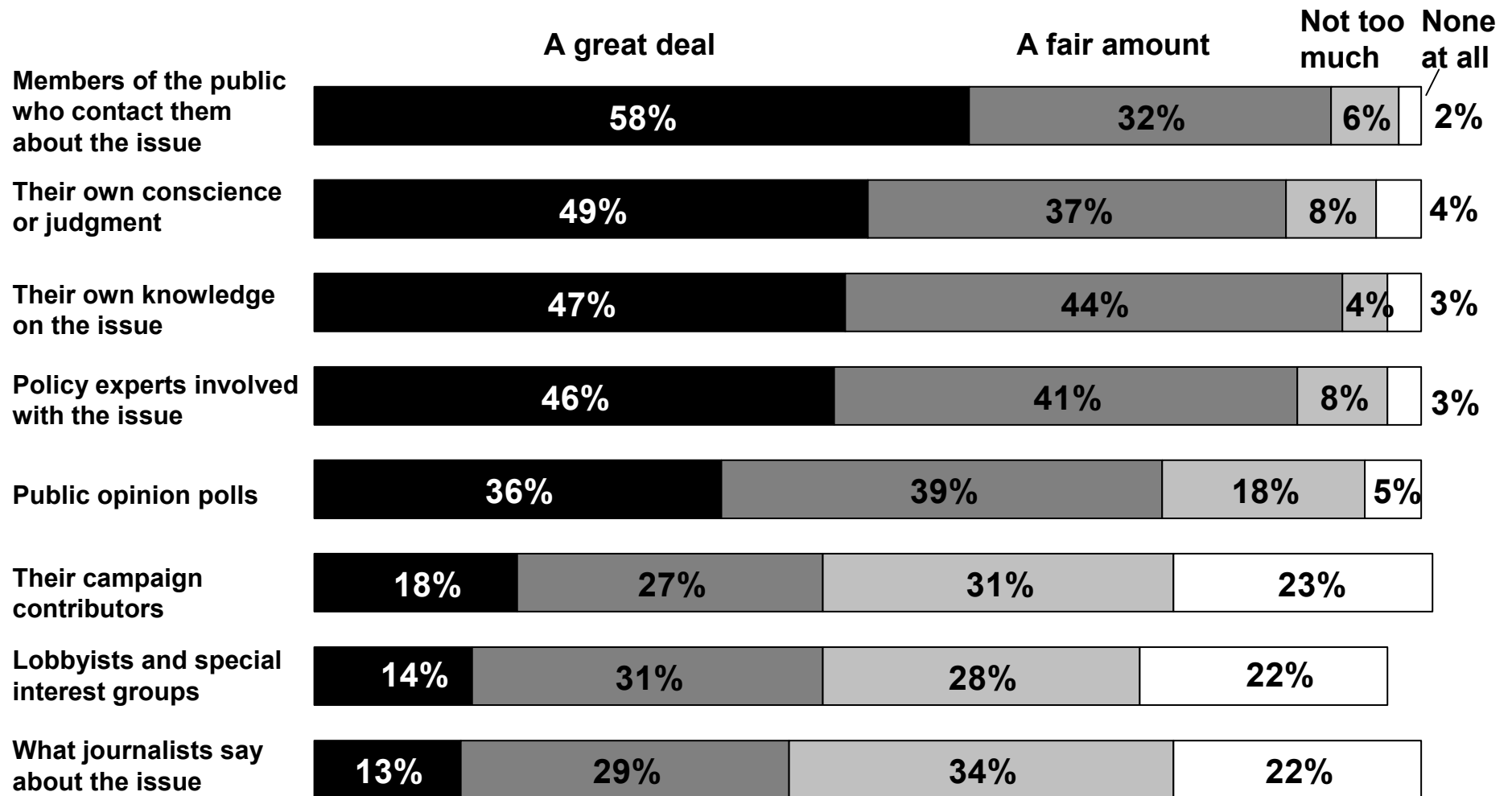
	<u>Public</u>	<u>Policy Leaders</u>	<u>Media</u>
Hold a town hall meeting	43%	31%	25%
Conduct a public opinion poll	25%	46%	52%
Talk to people who call, write or e-mail	15%	6%	3%
Talk to people at shopping malls and on the street	13%	10%	8%

*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 4

What the public thinks should drive elected and government officials' decisions on issues?



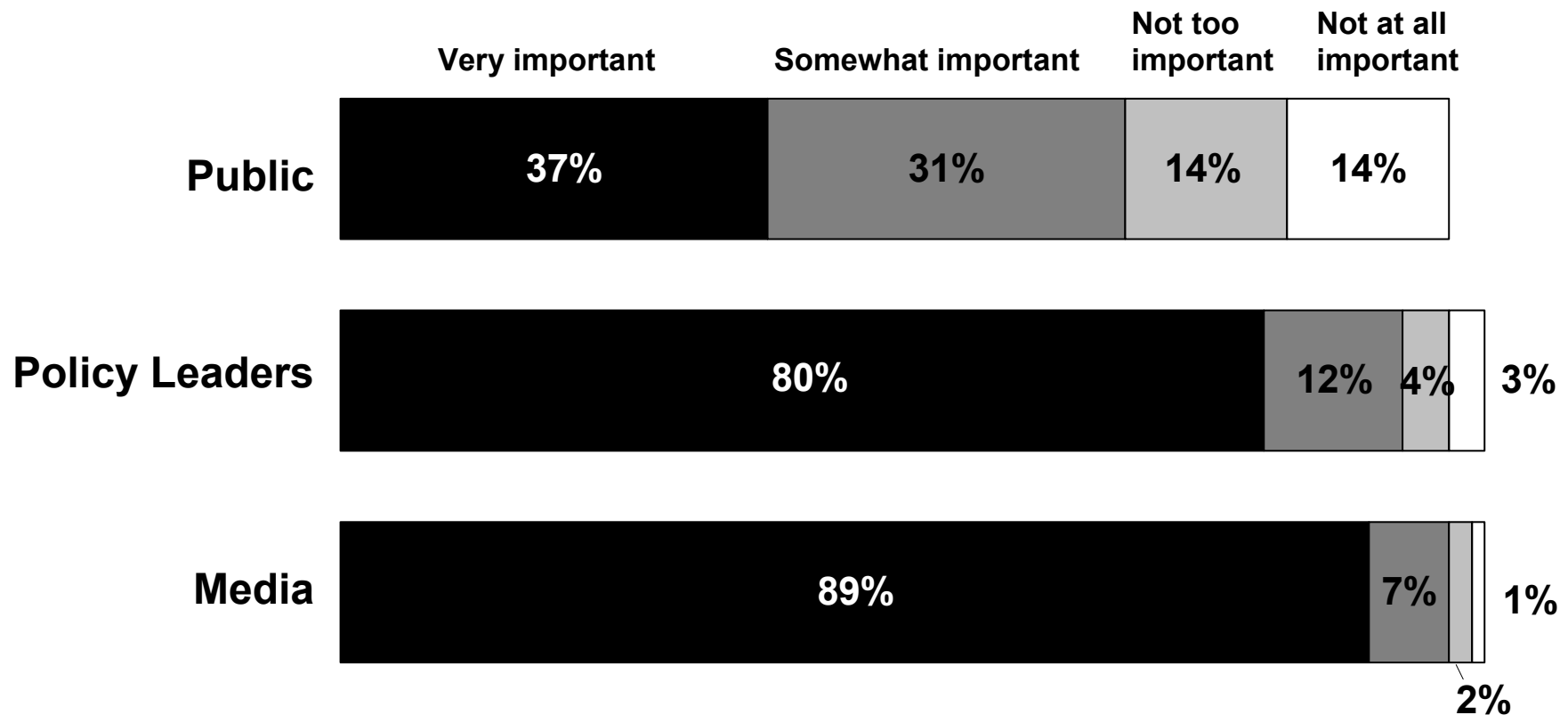
*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 5

Public is the Least Informed About How Polling Works

How important a difference is it, in making one poll better than the other, that one poll selected people to be interviewed by randomly calling telephone numbers while another is based on people who responded to an 800 number advertised on TV?



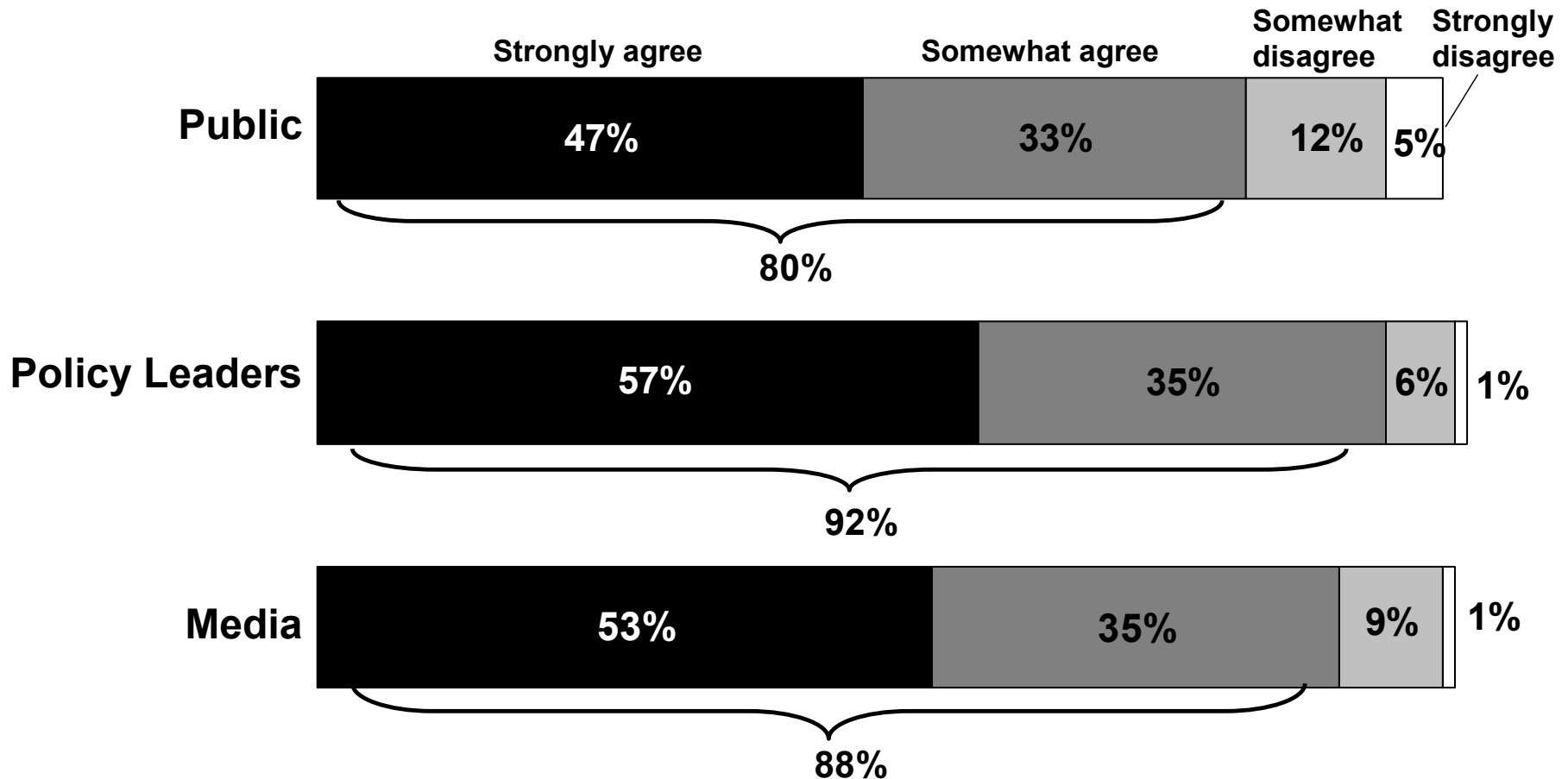
*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 6

Public, Policy Leaders, and Journalists Tend to Agree About Limitations of Polling

Percent who agree/disagree that “Polls often don’t give people the opportunity to say what they really think.”



*Don't knows not shown

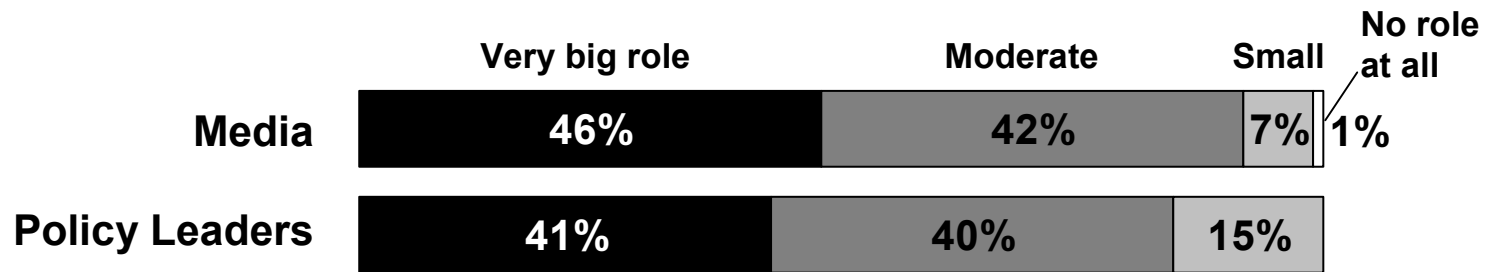
Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 7

How Polls Are Used in Policymaking

How big a role do polls play in shaping each in Washington?

The public information campaign to explain a new policy



The public policy agenda



The actual public policy



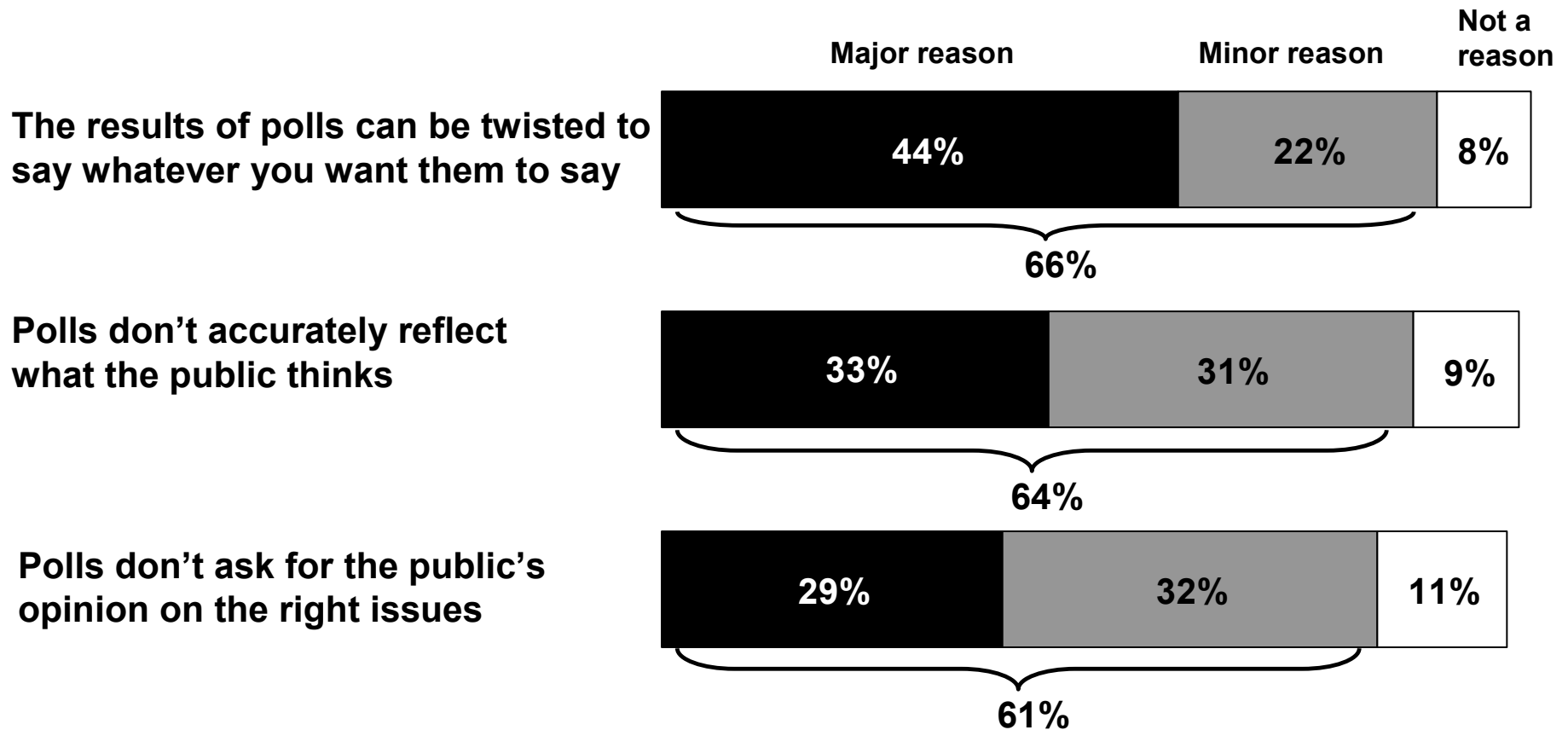
*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 8

Why aren't polls more useful for officials to understand how the public feels about issues?

Percent of the public who say each is a...



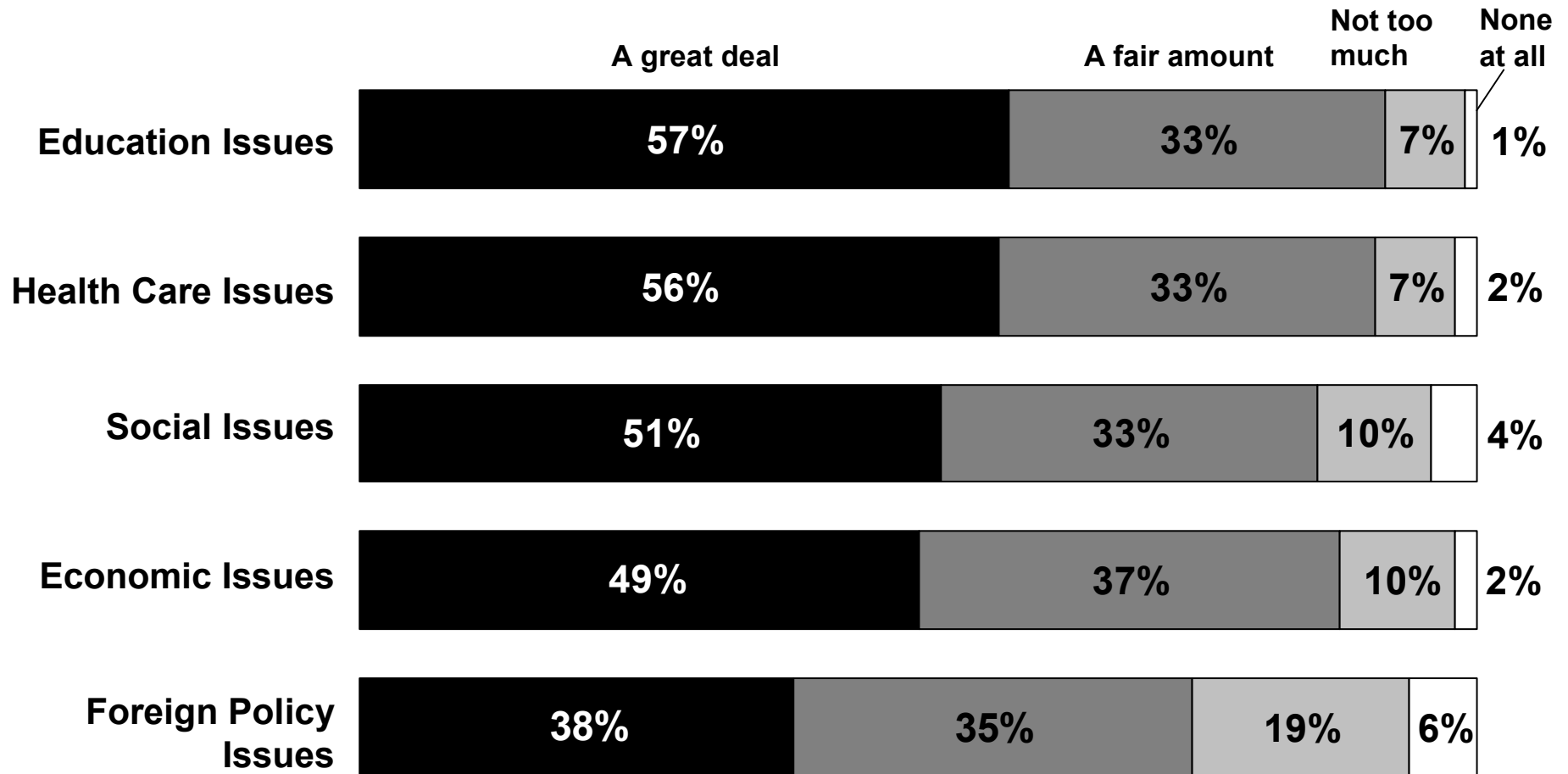
*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 9

Public Believes Policymakers Should Pay Attention to Polls on Specific Issues

Amount of attention policymakers should pay to polls on each issue...



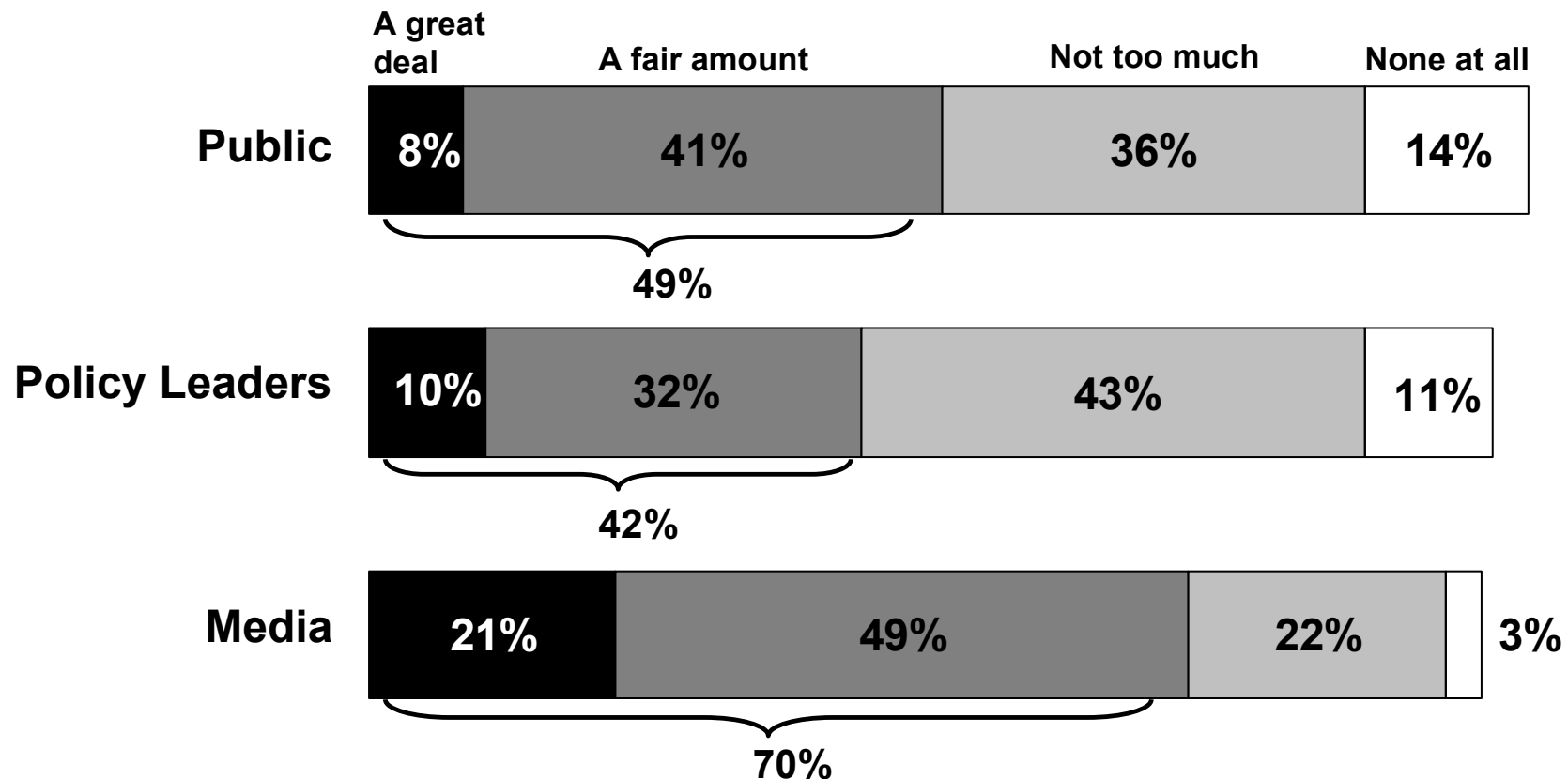
*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 10

Journalists Have the Most Confidence in Their Own Ability to Tell if Polls are Conducted in a Fair and Scientific Manner

Amount of confidence each say they have in their own ability to judge polls...

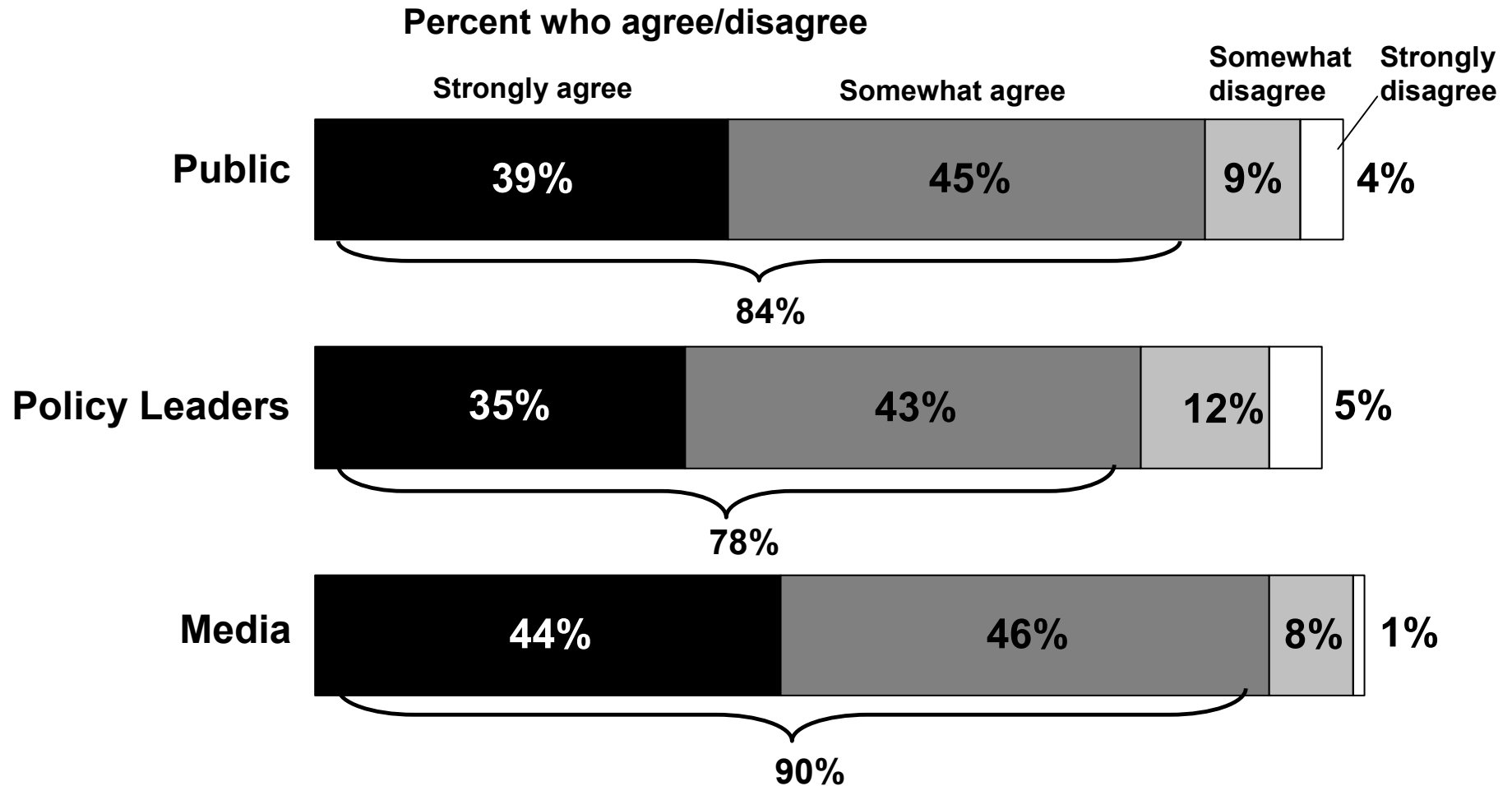


*Don't knows not shown

Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Chart 11

“Public Opinion Polling is Far from Perfect, But it is One of the Best Means We Have for Communicating What the Public is Thinking”



*Don't knows not shown

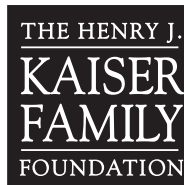
Source: Kaiser Family Foundation National Survey of the *Role of Polls in Policymaking*, in collaboration with *Public Perspective* magazine, June 2001 (conducted December 2000 – March 2001)

Methodology

The Kaiser Family Foundation national surveys of the *Role of Polls in Policymaking* were designed and analyzed by staff at the Kaiser Family Foundation, *Public Perspective* and Princeton Survey Research Associates (PSRA), and the fieldwork was carried out by PSRA on behalf of Kaiser. Fieldwork for the survey of the general public was conducted by telephone between January 3 and March 26, 2001. The sample consisted of 1,206 randomly selected, nationally representative English-speaking adults 18 and older.

Fieldwork for the surveys of policy leaders and journalists was conducted by PSRA between December 21, 2000 and March 30, 2001. Interviews were conducted with 300 policymakers from six different areas: senior executive branch officials, members of Congress, senior Congressional staff, think tank scholars, lobbyists and trade association executives. Interviews were conducted with 301 media professionals, including reporters and editors from top newspapers, TV and radio networks, news services and news magazines.

For results based on the public sample, the margin of error is within plus or minus 3 percentage points. For results based on the policy leader and media professional samples, the margin of error is +/-6 percentage points. Note that in addition to sampling error there are other possible sources of measurement error.



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