

**PLS 2003: Introduction to Political Research  
Spring 2002**

**Assignment 3: Evaluating Sampling Techniques  
(10 points)**

Select a public opinion poll in a magazine or newspaper and make sure to attach the poll to the assignment. Answer the following: Explain whether the article clearly defines the population. Explain whether you consider the target appropriate for the issue under discussion. Did the article fully explain the sampling procedure? Can you think of biases that might affect the results of the poll? What can you infer from the margin of error? Each answer is worth 2 points.