

## Guidelines for developing questions

- Exhaustive & mutually exclusive
- Open- vs. closed-ended
- Brief and clear
- No double-barrelled
- Relevance
- No negative items
- No biased items
- No socially desirable questions

## CNN daily poll

September 9, 2001

Do you agree with the NFL's ban of the herbal stimulant ephedra?

Yes

No

## CNN daily poll

September 13, 2001

What are your feelings now about  
Tuesday's terrorist attacks?

- Shock
- Sorrow
- Anger

## CNN Quick Poll

January 31, 2004

Would you give up future tax cuts to bring  
down the deficit?

- Yes
- No

## CNN Quick Poll

August 2, 2004

Will President Bush's intelligence reforms  
help thwart terrorist attacks?

- Yes
- No

## Results

Will President Bush's intelligence reforms  
help thwart terrorist attacks?

Yes	47.0
No	<u>53.0</u>
Total	100.0
N	(57,518)

## CNN Quick Poll

August 7, 2004

Which is the more important issue for you  
in the presidential election?

- Economy
- Terrorism

## Results

Which is the more important issue for you in  
the presidential election?

Economy	66.0
Terrorism	<u>34.0</u>
Total	100.0
N	(61,894)