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**Political polls and surveys. The statistics behind the headlines.**

Maasz, Jürgen (ed.) et al., Real-world problems for secondary school mathematics students. Case studies. Rotterdam: Sense Publishers (ISBN 978-94-6091-541-3/pbk; 978-94-6091-542-0/hbk; 978-94-6091-543-7/ebook). 123-135 (2011).

From the text: Political polls and surveys are one of the most visible applications of statistics in the media. The aim of this paper is to outline some of the statistical concepts associated with survey methodology and explore some of the challenges of carrying out these surveys in practice by using real examples. The paper also aims to develop statistical literacy by discussing questions to be asked when interpreting the results of surveys and it gives an example of a classroom activity which could be used to develop statistical thinking.

*Classification:* K40 K60 M70

*Keywords:* mathematical applications; real-life mathematics; policy; opinion polls; surveys; statistics; teaching; stochastic thinking; sampling methods; sample size; normal distribution; margin of error; student activities; random samples; sampling strategies