



Understanding Elections

Real World Examples

Targeting Demographics

Explore the roles of polling and targeted demographics in political campaigning.

Research Links

Political Media Buying: A Brief Guide

<http://www.hks.harvard.edu/case/3pt/berkovitz.html>

In order to produce an effective media campaign, candidates must be careful in targeting their audiences and creating appropriate advertising. Learn more as you read this guide.

PollingReport.com

<http://www.pollingreport.com/>

PollingReport.com is a private company that consults the public with recent election and current event polls. It also offers its customers newsletters and updates from government elections.

Gallup Poll

<http://www.gallup.com/home.aspx>

The Gallup Poll is one of the largest international polling organizations; it provides services from local elections to the most current affairs in the world. Students can find poll records of the U.S. elections from this site.