



The Opinion Makers: An Insider Exposes the Truth Behind the Polls

David W. Moore

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With a new afterword by the author

Drawing on over a decade's experience at the Gallup Poll and a distinguished academic career in survey research, David W. Moore—praised as a "scholarly crusader" by the *New York Times*—reveals that pollsters don't report public opinion, they manufacture it. In this highly critical book, he describes the questionable tactics pollsters use to create poll-driven news stories—including force-feeding respondents, slanting the wording of questions, and ignoring public ignorance on even the most arcane issues. More than proof that the numbers do lie, *The Opinion Makers* clearly and convincingly spells out how urgent it is that we make polls deliver on their promise to monitor, not manipulate, the pulse of democracy.

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