

Overview

Public opinion polls have become one of the most important methods that play a vital role in public surveying, understanding different social issues and constructing continuous connection between the government and the citizens. It also acts as a tool for enhancing social accountability, strengthening democratization and attaining social development.

The revolution that has taken place in communications as well as the increasing use of information technology has had its positive impact on the development of public opinion poll methodologies and tools, such as telephones, e-mails and websites.

Consistent with the above, the idea of preparing "websites guide" has emerged in order to present information about various websites dealing with public opinion measurements. Such information will facilitate to researchers the review of reports, bulletins and data, as well as being aware of the latest tools and methodologies employed in the field of public opinion measurements.

The present guide includes a list of the most significant institutions working in the measurement of public opinion, arranged by region. Then a set of appendices, listing different media organizations and polling data archives/searchable databases, State and regions polls/academic survey centers (USA), and a list of different poll centers in other countries.