

- Origins and Components of Public Opinion
 - Race / ethnicity
 - Gender - The “gender gap
 - Income
 - Education
 - Religion
 - Geography / regional location
 - Occupation
 - political socialization
 - Ideologies
 - Liberalism
 - Conservatism
 - Libertarianism
 - Populism
 - partisanship
- The Content of Public Opinion
 - Consensus on the system
 - Disagreement on the issues
- Is Public Opinion Meaningful?
- The effect of the media
- Rules governing the media
- Government and the news
 - Prominence of the president
 - Coverage of Congress