Name _____   Date _____

Identifying Random and Bias Data Samples - Step-by-Step Lesson

The marketing study of the population of women that live within a 15 mile radius of Cincinnati was being conducted. All of the women have an annual income between $10,000 to $25,000 and have completed 10 years of school.

Which procedure would most likely obtain an unbiased sample statistically of women with income $ 15,000 and college degree?

a. Survey a random sample of women within a 15 mile radius of Cincinnati.
b. Send an email to 200 people to fill out questionnaire.
c. Distribute questionnaires within 15 mile radius of Cincinnati
d. Assemble women with one woman to record the incomes of these groups of women.

Explanation:

The most random and unbiased sample is obtained by including as many women in population within 15 mile radius of Cincinnati as possible. The best answer would be "a." as all other choices take a part of population into consideration. Choice a. takes all the women into consideration.