

Name \_\_\_\_\_

Date \_\_\_\_\_

### Sample Sizes and Survey Sample Methods - Guided Lesson

Complete the following problems:

1) An advertising firm is trying to determine which of 4 actors would be the best fit for a part. They want to take a survey to determine potential audience member's preference. The survey must have a 99% confidence level. The acceptable standard of deviation is 0.5 and a margin of error of +/- 5%. How many people will need to be surveyed to meet the confidence level?



2) A car maker is trying to determine whether customers would prefer white, black, or chrome rims on their new car model. The survey company that they hire allows them to have their survey taken in 1 of 3 different manners: telephone, mail, or personal interviews. The company's main concerns for the survey are that they have the largest possible number of responses at the cheapest rate possible. Which survey method would help them achieve their goals best?

3) A stadium is concerned about security. They decide to thoroughly search every 4<sup>th</sup> person that enters the stadium. What sampling technique has the stadium decided to use? (cluster, convenience, random, stratified, or systematic)

