

# EXERCISES

1. A big-city police department wants to know how African-American residents of the city feel about police service. They prepare a questionnaire with several questions about the police. A sample of 300 mailing addresses in predominantly African-American neighborhoods is chosen, and a police officer is sent to each address to administer the questionnaire to an adult living there. Do you think that this sample survey will produce trustworthy information? Why or why not?
2. Comment on each of the following as a potential sample survey question. If either question is unclear, slanted, or too complicated, restate it in better words.
  - a. Which of these best represents your opinion on gun control?
    - i. The government should confiscate our guns.
    - ii. We have the right to keep and bear arms.
  - b. In view of escalating environmental degradation and predictions of serious resource depletion, would you favor economic incentives for recycling of resource-intensive consumer goods?
3. A large company has been accused of not promoting women as quickly as men. You want to take a sample survey among the company's 20,000 employees to see if they believe that promotion policies are fair. Briefly describe how you would design the sample.
4. Explain why each of the following samples might be biased. Select an alternative method for choosing a more representative sample.
  - a. The campus food service wants to know how students feel about their food. They hand out a survey during Friday morning breakfast between 7 a.m. and 9 a.m.
  - b. The President of the United States wants to check his/her approval rating after two years in office. A sample of 1000 voters is selected from California.