

Starter

28 FEB 2017

A survey was taken of 1003 adults who live in Galveston to determine if they had shopped online in the last year. 65% said they had.

- 1) What is the population of the survey?
- 2) What is the sample of the survey?

Data

23 February
2017

- **Random Sample** – Samples chosen “at random”
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- **Random Sample** – Samples chosen “at random”
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- **Selection Bias** – a sample that excludes certain segments of the population
- **Non-responsive bias** – sample that has a low response rate

■ **Voluntary Response Sample (VRS)** - A sample in which the subjects choose themselves by responding to a general appeal. These samples are always biased because subjects who choose to respond feel very strongly, especially negative feelings, and are more likely to respond.

■ **Simple Random Sample (SRS)** - A sample chosen by chance, so that every possible sample of the same size has an equal chance to be the one selected

■ **Table of Random Digits** - a list of “random” numbers used to generate a random sampling