

STA 304H1F-1003H Fall 2019

Assignment 1

Question 3. (15 marks)

Find a recent survey report in a newspaper, academic journal, or magazine. Include the reference in your assignment and a copy of the full survey in your appendix.

- (a) Describe the survey and its question(s) of interest. (1 mark)
- (b) What are the target population and sampled population, sampling frame, sampling unit and observation unit? (4 marks)
- (c) What conclusions were drawn about the survey in the article? (4 marks)
- (d) What biases do you think might occur in the results? Discuss two possible sources of error in the survey and propose possible ways to alleviate the error. (6 marks)