

Solutions - Exercise 1

- 1** (a) 2366 registered fishermen (b) 150 fishermen
- 2** (a) All New York residents (b) 1200 New York residents
- 3** (a) all London residents (b) 1200 shoppers
- 4** (b)
- 5** (a)
- 6** (a) qualitative (b) qualitative (c) quantitative
(d) quantitative (e) quantitative
- 7** (a) all Shell service stations. (b) quantitative
- 8** (a) NYU students (b) sample (c) no
(d) qualitative
- 9** (a) discrete (b) discrete (c) continuous
(d) discrete (e) continuous (f) continuous
(g) discrete (h) continuous
- 10** Yes, to maximize sales
- 11** (a) The statement would have been meaningful if conducted by a third party.
(b) The claim is made by Pepsi and yes, it is biased. Pepsi wants everyone to think that people prefer to drink their product.

