









Elementary Statistics PICTURING THE WORLD



Ron Larson

The Pennsylvania State University The Behrend College

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Bucks County Community College

PEARSON

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RON LARSON received his Ph.D. in mathematics from the University of Colorado in 1970. At that time he accepted a position with Penn State University, and he currently holds the rank of professor of mathematics at the university. Larson is the lead author of more than two dozen mathematics textbooks that range from sixth grade through calculus levels. Many of his texts, such as the tenth edition of his calculus text, are leaders in their markets. Larson is also one of the pioneers in the use of multimedia and the Internet to enhance the learning of mathematics. He has authored multimedia programs, extending from the elementary school through calculus levels. Larson is a member of several professional groups and is a frequent speaker at national and regional mathematics meetings.



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BETSY FARBER received her Bachelor's degree in mathematics from Penn State University and her Master's degree in mathematics from the College of New Jersey. Beginning in 1976, she taught all levels of mathematics at Bucks County Community College in Newtown, Pennsylvania, where she held the rank of professor. She was particularly interested in developing new ways to make statistics relevant and interesting to her students and taught statistics in many different modes—with the TI-83 Plus, with Minitab, and by distance learning as well as in the traditional classroom. A member of the American Mathematical Association of Two-Year Colleges (AMATYC), she authored *The Student Edition of MINITAB* and *A Guide to MINITAB*. She served as consulting editor for *Statistics, A First Course* and wrote computer tutorials for the CD-ROM correlating to the texts in the Streeter Series in mathematics. Sadly, Betsy passed away during the production of this book after battling an extended illness.



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* Available at www.pearsonhighered.com/mathstatsresources and in MyStatLab.

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Welcome to *Elementary Statistics: Picturing the World*, Sixth Edition. You will find that this textbook is written with a balance of rigor and simplicity. It combines step-by-step instruction, real-life examples and exercises, carefully developed features, and technology that makes statistics accessible to all.

We are grateful for the overwhelming acceptance of the first five editions. It is gratifying to know that our vision of combining theory, pedagogy, and design to exemplify how statistics is used to picture and describe the world has helped students learn about statistics and make informed decisions.

WHAT'S NEW IN THIS EDITION

The goal of the Sixth Edition was a thorough update of the key features, examples, and exercises:

Examples This edition includes more than 210 examples, approximately 40% of which are new or revised.

Exercises Approximately 45% of the more than 2300 exercises are new or revised.

Chapter Tests New to this edition are comprehensive tests that appear at the end of each chapter. These tests allow students to assess their understanding of the concepts of the chapter. The questions are given in random order.

Extensive Feature Updates Approximately 65% of the following key features are new or revised, making this edition fresh and relevant to today's students:

- · Chapter Openers
- Case Studies
- Real Statistics-Real Decisions: Putting it all together

Revised Content The following sections have been changed:

- Section 1.3, Data Collection and Experimental Design, now includes an example distinguishing between an observational study and an experiment.
- Section 2.4, Measures of Variation, now defines coefficient of variation and contains an example.
- Section 2.5, Measures of Position, now includes guidelines and an example on using the interquartile range to identify outliers. The section defines and includes an example on how to find a percentile that corresponds to a specific data entry as well as an example on comparing *z*-scores from different data sets.
- Section 5.5, Normal Approximations to Binomial Distributions, now includes a discussion of when to add or subtract when using a continuity correction.
- Sections 6.1, 6.2, 7.2, 7.3, 8.1, and 8.2 have changed to the more modern approach of using the standard normal distribution when the population standard deviation is known and using the *t*-distribution when the population standard deviation is unknown.
- Chapter 11 can now be found online in MyStatLab and at **www.pearsonhighered.com/mathstatsresources.**

FEATURES OF THE SIXTH EDITION Guiding Student Learning

Where You've Been and Where You're Going Each chapter begins with a two-page visual description of a real-life problem. *Where You've Been* connects the chapter to topics learned in earlier chapters. *Where You're Going* gives students an overview of the chapter.

What You Should Learn Each section is organized by learning objectives, presented in everyday language in *What You Should Learn*. The same objectives are then used as subsection titles throughout the section.

Definitions and Formulas are clearly presented in easy-to-locate boxes. They are often followed by **Guidelines**, which explain *In Words* and *In Symbols* how to apply the formula or understand the definition.

Margin Features help reinforce understanding:

- **Study Tips** show how to read a table, use technology, or interpret a result or a graph. **Round-off Rules** guide the student during calculations.
- **Insights** help drive home an important interpretation or connect different concepts.
- **Picturing the World** sections illustrate important concepts in the section through mini case studies. Each feature concludes with a question and can be used for general class discussion or group work. The answers to these questions are included in the *Annotated Instructor's Edition*.

Examples and Exercises

Examples Every concept in the text is clearly illustrated with one or more step-by-step examples. Most examples have an interpretation step that shows the student how the solution may be interpreted within the real-life context of the example and promotes critical thinking and writing skills. Each example, which is numbered and titled for easy reference, is followed by a similar exercise called **Try It Yourself** so students can immediately practice the skill learned. The answers to these exercises are in the back of the book, and the worked-out solutions are in the *Student's Solutions Manual*. The Videos in MyStatLab show clips of an instructor working out each *Try It Yourself* exercise.

Technology Examples Many sections contain a worked example that shows how technology can be used to calculate formulas, perform tests, or display data. Screen displays from Minitab[®] version 16, Excel[®] 2013, and the TI-84 Plus graphing calculator (operating system version 2.55) are given. Additional screen displays are presented at the ends of selected chapters, and detailed instructions are given in separate technology manuals available with the book.

Exercises The Sixth Edition includes more than 2300 exercises, giving students practice in performing calculations, making decisions, providing explanations, and applying results to a real-life setting. Approximately 45% of these exercises are new or revised. The exercises at the end of each section are divided into three parts:

- **Building Basic Skills and Vocabulary** are short answer, true or false, and vocabulary exercises carefully written to nurture student understanding.
- Using and Interpreting Concepts are skill or word problems that move from basic skill development to more challenging and interpretive problems.
- **Extending Concepts** go beyond the material presented in the section. They tend to be more challenging and are not required as prerequisites for subsequent sections.

Technology Answers Answers in the back of the book are found using calculations by hand and by tables. Answers found using technology (usually the TI-84 Plus) are also included when there are discrepancies due to rounding.

Review and Assessment

Chapter Summary Each chapter concludes with a Chapter Summary that answers the question *What did you learn?* The objectives listed are correlated to Examples in the section as well as to the Review Exercises.

Chapter Review Exercises A set of Review Exercises follows each Chapter Summary. The order of the exercises follows the chapter organization. Answers to all odd-numbered exercises are given in the back of the book.

Chapter Quizzes Each chapter has a Chapter Quiz. The answers to all quiz questions are provided in the back of the book. For additional help, see the step-by-step video solutions on the companion DVD-ROM.

Chapter Tests Each chapter has a Chapter Test. The questions are in random order. The answers to all test questions are provided in the *Annotated Instructor's Edition*.

Cumulative Review A Cumulative Review at the end of Chapters 2, 5, 8, and 10 concludes each part of the text. Exercises in the Cumulative Review are in random order and may incorporate multiple ideas. Answers to all odd-numbered exercises are given in the back of the book.

Statistics in the Real World

Uses and Abuses: Statistics in the Real World Each chapter discusses how statistical techniques should be used, while cautioning students about common abuses. The discussion includes ethics, where appropriate. Exercises help students apply their knowledge.

Applet Activities Selected sections contain activities that encourage interactive investigation of concepts in the lesson with exercises that ask students to draw conclusions. The accompanying applets are contained on the DVD that accompanies new copies of the text and at **www.pearsonhighered.com/mathstatsresources.**

Chapter Case Study Each chapter has a full-page Case Study featuring actual data from a real-world context and questions that illustrate the important concepts of the chapter.

Real Statistics–Real Decisions: Putting it all together This feature encourages students to think critically and make informed decisions about real-world data. Exercises guide students from interpretation to drawing of conclusions.

Chapter Technology Project Each chapter has a Technology project using Minitab, Excel, and the TI-84 Plus that gives students insight into how technology is used to handle large data sets or real-life questions.

CONTINUED STRONG PEDAGOGY FROM THE FIFTH EDITION

Versatile Course Coverage The table of contents was developed to give instructors many options. For instance, the *Extending Concepts* exercises, applet activities, Real Statistics–Real Decisions, and Uses and Abuses provide sufficient content for the text to be used in a two-semester course. More commonly, we expect the text to be used in a three-credit semester course or a four-credit semester course that includes a lab component. In such cases, instructors will have to pare down the text's 41 sections.

Graphical Approach As with most introductory statistics texts, we begin the descriptive statistics chapter (Chapter 2) with a discussion of different ways to display data graphically. A difference between this text and many others is that **we continue to incorporate the graphical display of data throughout the text.** For example, see the use of stem-and-leaf plots to display data on page 387. This emphasis on graphical displays is beneficial to all students, especially those utilizing visual learning strategies.

Balanced Approach The text strikes a **balance among computation, decision making, and conceptual understanding.** We have provided many Examples, Exercises, and Try It Yourself exercises that go beyond mere computation.

Variety of Real-Life Applications We have chosen real-life applications that are representative of the majors of students taking introductory statistics courses. We want statistics to come alive and appear relevant to students so they understand the importance of and rationale for studying statistics. We wanted the applications to be **authentic**—but they also need to be **accessible.** See the Index of Applications on page xvi.

Data Sets and Source Lines The data sets in the book were chosen for interest, variety, and their ability to illustrate concepts. Most of the **240-plus data sets** contain real data with source lines. The remaining data sets contain simulated data that are representative of real-life situations. All data sets containing 20 or more entries are available in a variety of formats on the DVD that accompanies new copies of the text, within MyStatLab, or at **www.pearsonhighered.com/mathstatsresources.** In the exercise sets, the data sets that are available electronically are indicated by the icon **a**.

Flexible Technology Although most formulas in the book are illustrated with "hand" calculations, we assume that most students have access to some form of technology, such as Minitab, Excel, or the TI-84 Plus. Because technology varies widely, the text is flexible. It can be used in courses with no more technology than a scientific calculator—or it can be used in courses that require sophisticated technology tools. Whatever your use of technology, we are sure you agree with us that the goal of the course is not computation. Rather, it is to help students gain an understanding of the basic concepts and uses of statistics.

Prerequisites Algebraic manipulations are kept to a minimum—often we display informal versions of formulas using words in place of or in addition to variables.

Choice of Tables Our experience has shown that students find a **cumulative distribution function** (CDF) table easier to use than a "0-to-z" table. Using the CDF table to find the area under the standard normal curve is a topic of Section 5.1 on pages 237–241. Because we realize that some teachers prefer to use the "0-to-z" table, we have provided an alternative presentation of this topic in Appendix A.

Page Layout Statistics instruction is more accessible when it is carefully formatted on each page with a consistent open layout. This text is the first college-level statistics book to be written so that, when possible, its features are not split from one page to the next. Although this process requires extra planning, the result is a presentation that is clean and clear.

MEETING THE STANDARDS

MAA, AMATYC, NCTM Standards This text answers the call for a **student-friendly text that emphasizes the uses of statistics.** Our job as introductory instructors is not to produce statisticians but to produce informed consumers of statistical reports. For this reason, we have included exercises that require students to interpret results, provide written explanations, find patterns, and make decisions.

GAISE Recommendations Funded by the American Statistical Association, the Guidelines for Assessment and Instruction in Statistics Education (GAISE) Project developed six recommendations for teaching introductory statistics in a college course. These recommendations are:

- Emphasize statistical literacy and develop statistical thinking.
- Use real data.
- Stress conceptual understanding rather than mere knowledge of procedures.
- Foster active learning in the classroom.
- Use technology for developing conceptual understanding and analyzing data.
- Use assessments to improve and evaluate student learning.

The examples, exercises, and features in this text embrace all of these recommendations.

Supplements

STUDENT RESOURCES

Student Solutions Manual Includes complete worked-out solutions to all of the *Try It Yourself* exercises, the odd-numbered exercises, and all of the *Chapter Quiz* exercises. (ISBN-13: 978-0-321-91125-4; ISBN-10: 0-321-91125-3)

Videos A comprehensive set of videos tied to the textbook, containing short video clips of an instructor working every *Try It Yourself* exercise. New to this edition are section lecture videos. These videos are available in MyStatLab.

A **Companion DVD-ROM** is bound in new copies of *Elementary Statistics: Picturing the World.* The DVD holds a number of supporting materials, including:

- **Chapter Quiz Prep:** video solutions to Chapter Quiz questions in the text, with English and Spanish captions
- **Data Sets:** selected data sets from the text, available in Excel, Minitab (v.14), TI-84 Plus, and txt (tab delimited)
- Applets by Webster West

Graphing Calculator Manual Tutorial instruction and worked-out examples for the TI-84 Plus graphing calculator. (Available for download from **www.pearsonhighered.com/mathstatsresources.**)

Excel Manual Tutorial instruction and worked-out examples for Excel. (Available for download from **www.pearsonhighered.com/ mathstatsresources.**)

Minitab Manual Tutorial instruction and worked-out examples for Minitab. (Available for download from **www.pearsonhighered.com/mathstatsresources.**)

Study Cards for the following statistical software products are available: Minitab, Excel, SPSS, JMP, R, StatCrunch, and the TI-84 Plus graphing calculator.

INSTRUCTOR RESOURCES

Annotated Instructor's Edition Includes suggested activities, additional ways to present material, common pitfalls, alternative formats or approaches, and other helpful teaching tips. All answers to the section and review exercises are provided with short answers appearing in the margin next to the exercise. (ISBN-13: 978-0-321-90110-1; ISBN-10: 0-321-90110-X)

Instructor Solutions Manual (download only) Includes complete solutions to all of the exercises, *Try It Yourself* exercises, Case Studies, Technology pages, Uses and Abuses exercises, and Real Statistics–Real Decisions exercises. The **Instructor's Solutions Manual** is available within MyStatLab or at **www.pearsonhighered.com/irc.**

TestGen® (www.pearsoned.com/testgen) enables instructors to build, edit, print, and administer tests using a computerized bank of questions developed to cover all the objectives of the text. TestGen is algorithmically based, allowing instructors to create multiple but equivalent versions of the same question or test with the click of a button. Instructors can also modify test bank questions or add new questions. The software and testbank are available for download from Pearson Education's online catalog.

PowerPoint Lecture Slides Fully editable and printable slides that follow the textbook. Use during lecture or post to a website in an online course. Most slides include notes offering suggestions for how the material may effectively be presented in class. These slides are available within MyStatLab or at **www.pearsonhighered.com/irc**.

Active Learning Questions Prepared in PowerPoint®, these questions are intended for use with classroom response systems. Several multiple-choice questions are available for each chapter of the book, allowing instructors to quickly assess mastery of material in class. The Active Learning Questions are available to download from within MyStatLab or at www.pearsonhighered.com/irc.

TECHNOLOGY SUPPLEMENTS

MyStatLab[™] Online Course (access code required)

MyStatLab is a course management system that delivers **proven results** in helping individual students succeed.

- MyStatLab can be successfully implemented in any environment—lab-based, hybrid, fully online, traditional and demonstrates the quantifiable difference that integrated usage has on student retention, subsequent success, and overall achievement.
- MyStatLab's comprehensive online gradebook automatically tracks students' results on tests, quizzes, homework, and in the study plan. Instructors can use the gradebook to provide positive feedback or intervene if students have trouble. Gradebook data can be easily exported to a variety of spreadsheet programs, such as Microsoft Excel.

MyStatLab provides **engaging experiences** that personalize, stimulate, and measure learning for each student.

- **Tutorial Exercises with Multimedia Learning Aids:** The homework and practice exercises in MyStatLab align with the exercises in the textbook, and they regenerate algorithmically to give students unlimited opportunity for practice and mastery. Exercises offer immediate helpful feedback, guided solutions, sample problems, animations, videos, and eText clips for extra help at point-of-use.
- Adaptive Study Plan: Pearson now offers an optional focus on adaptive learning in the study plan to allow students to work on just what they need to learn when it makes the most sense to learn it. The adaptive study plan maximizes students' potential for understanding and success.
- Additional Statistics Question Libraries: In addition to algorithmically regenerated questions that are aligned with your textbook, MyStatLab courses come with two additional question libraries. 450 Getting Ready for Statistics questions offer the developmental math topics students need for the course. These can be assigned as a prerequisite to other assignments, if desired. The 1000 Conceptual Question Library require students to apply their statistical understanding.
- StatCrunch[™]: MyStatLab includes a web-based statistical software, StatCrunch, within the online assessment platform so that students can easily analyze data sets from exercises and the text. In addition, MyStatLab includes access to **www.StatCrunch.com**, a website where users can access tens of thousands of shared data sets, conduct online surveys, perform complex analyses using the powerful statistical software, and generate compelling reports.
- Integration of Statistical Software: Knowing that students often use external statistical software, we make it easy to copy our data sets, both from the ebook and the MyStatLab questions, into software such as StatCrunch, Minitab, Excel, and more. Students have access to a variety of support tools—Technology Instruction Videos, Technology Study Cards, and Manuals for select titles—to learn how to effectively use statistical software.
- **StatTalk Videos:** Fun-loving statistician Andrew Vickers takes to the streets of Brooklyn, NY to demonstrate important statistical concepts through interesting stories and real-life events. This series of 24 videos will actually help you understand statistics. Accompanying assessment questions and instructor's guide available.
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We have worked hard to make *Elementary Statistics: Picturing the World*, Sixth Edition, a clean, clear, and enjoyable text from which to teach and learn statistics. Despite our best efforts to ensure accuracy and ease of use, many users will undoubtedly have suggestions for improvement. We welcome your suggestions.

Ron Larson, odx@psu.edu

Betay Farber

How to Study Statistics

STUDY STRATEGIES

Congratulations! You are about to begin your study of statistics. As you progress through the course, you should discover how to use statistics in your everyday life and in your career. The prerequisites for this course are two years of algebra, an open mind, and a willingness to study. When you are studying statistics, the material you learn each day builds on material you learned previously. There are no shortcuts—you must keep up with your studies every day. Before you begin, read through the following hints that will help you succeed.

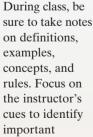
Make a Plan Make your own course plan right now! A good rule of thumb is to study at least two hours for every hour in class. After your first major exam, you will know if your efforts were sufficient. If you did not get the grade you wanted, then you should increase your study time, improve your study efficiency, or both.

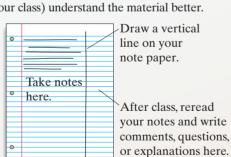
Prepare for Class Before every class, review your notes from the previous class and read the portion of the text that is to be covered. Pay special attention to the definitions and rules that are highlighted. Read the examples and work through the Try It Yourself exercises that accompany each example. These steps take self-discipline, but they will pay off because you will benefit much more from your instructor's presentation.

Attend Class Attend every class. Arrive on time with your text, materials for taking notes, and calculator. If you must miss a class, get the notes from another student, go to a tutor or your instructor for help, or view the appropriate video in MyStatLab. Try to learn the material that was covered in the class you missed before attending the next class.

Participate in Class When reading the text before class, reviewing your notes from a previous class, or working on your homework, write down any questions you have about the material. Ask your instructor these questions during class. Doing so will help you (and others in your class) understand the material better.

Take Notes





material. Then, as soon after class as possible, review your notes and add any explanations that will help to make your notes more understandable to you.



MyStatLab"

Do the Homework Learning statistics is like learning to play the piano or to play basketball. You cannot develop skills just by watching someone do it; you must do it yourself. The best time to do your homework is right after class, when the concepts are still fresh in your mind.

Doing homework at this time increases your chances of retaining the information in long-term memory.

Find a Study Partner When you get stuck on a problem, you may find that it helps to work with a partner. Even if you feel you are giving more help than you are getting, you will find that teaching others is an excellent way to learn.

Keep Up with the Work Don't let yourself fall behind in this course. If you are having trouble, seek help immediately—from your instructor, a statistics tutor, your study partner, or additional study aids such as the Chapter Quiz Prep videos on the companion DVD-ROM and the Try It Yourself video clips in MyStatLab. Remember: If you have trouble with one section of your statistics text, there's a good chance that you will have trouble with later sections unless you take steps to improve your understanding.

If You Get Stuck Every statistics student has had this experience: You work a problem and cannot solve it, or the answer you get does not agree with the one given in the text. When this happens, consider asking for help or taking a break to clear your thoughts. You might even want to sleep on it, or rework the problem, or reread the section in the text. Avoid getting frustrated or spending too much time on a single problem.

Prepare for Tests Cramming for a statistics test seldom works. If you keep up with the work and follow the suggestions given here, you should be almost ready for the test. To prepare for the chapter test, review the Chapter Summary and work the Review Exercises and the Cumulative Review Exercises. Then set aside some time to take the sample Chapter Quiz and Chapter Test. Analyze your results to locate and correct test-taking errors.

Take a Test Most instructors do not recommend studying right up to the minute the test begins. Doing so tends to make people anxious. The best cure for test-taking anxiety is to prepare well in advance. Once the test begins, read the directions carefully and work at a reasonable pace. (You might want to read the entire test first, and then work the problems in the order in which you feel most comfortable.) Don't rush! People who hurry tend to make careless errors. If you finish early, take a few moments to clear your thoughts and then go over your work.

Learn from Mistakes After your test is returned to you, go over any errors you might have made. Doing so will help you avoid repeating some systematic or conceptual errors. Don't dismiss any error as just a "dumb mistake." Take advantage of any mistakes by hunting for ways to improve your test-taking skills.

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Introduction to Statistics

1.1

An Overview of Statistics

Data Classification

Case Study

Data Collection and Experimental Design

Activity

- Uses and Abuses
- Real Statistics Real Decisions
- History of Statistics— Timeline
- Technology

The number three through fifteen U.S. cities (population over 50,000) with the greatest percent increases in population in 2011 were in Texas.



You are already familiar with many of the practices of statistics, such as taking surveys, collecting data, and describing populations. What you may not know is that collecting accurate statistical data is often difficult and costly. Consider, for instance, the monumental task of counting and describing the entire population of the United States. If you were in charge of such a census, how would you do it? How would you ensure that your results are accurate? These and many more concerns are the responsibility of the United States Census Bureau, which conducts the census every decade.

gender, age, race, and ethnicity. Previously, a long

form, which covered additional topics, was sent to

about 17% of the population. But for the first time since 1940, the long form is being replaced by the

American Community Survey, which will survey about

3 million households a year throughout the decade.

These 3 million households will form a sample. In this

course, you will learn how the data collected from

a sample are used to infer characteristics about the

<u>Where You're Going</u>

Increase (number)

In Chapter 1, you will be introduced to the basic concepts and goals of statistics. For instance, statistics were used to construct the figures below, which show the fastest-growing U.S. cities (population over 50,000) in 2011 by percent increase in population, U.S. cities with the greatest numerical increases in population, and the regions where these cities are located.

For the 2010 Census, the Census Bureau sent short forms to every household. Short forms ask all members of every household such things as their

entire population. Location of the 25 **Fastest-Growing U.S. Cities Fastest-Growing U.S. Cities** (Population over 50,000) (Population over 50,000) 6 Increase (percent) 5 West 4 12% 3 2 Colar Pat II Round Pock TY South New Offens, I.A. Pasco, NA Allen.TX 88% **U.S. Cities with Greatest** Location of the 25 U.S. Cities with Numerical Increases **Greatest Numerical Increases** (Population over 50,000) (Population over 50,000) Northeast 70,000 8% 60,000 Midwest West 50,000 32% 8% 40,000 30,000 20,000 see Housen The Anono The San Anono The 10.000 South Los Angeles, CA Austin 52%

An Overview of Statistics

WHAT YOU SHOULD LEARN

- The definition of statistics
- How to distinguish between a population and a sample and between a parameter and a statistic
- How to distinguish between descriptive statistics and inferential statistics

A Definition of Statistics • Data Sets • Branches of Statistics

A DEFINITION OF STATISTICS

Almost every day you are exposed to statistics. For instance, consider the next three statements.

- "(Women) who smoked one to 14 cigarettes daily had nearly two times the risk of sudden cardiac death as their nonsmoking counterparts." (*Source: American Heart Association*)
- "Food waste (in the United States) has progressively increased from about 30% of the available food supply in 1974 to almost 40% in recent years." *(Source: National Institute of Diabetes and Digestive and Kidney Diseases)*
- "The percentage of students in Detroit who performed at or above the *Proficient* level (for reading) was 7 percent (in a recent year)." (*Source: U.S. Department of Education*)

By learning the concepts in this text, you will gain the tools to become an informed consumer, understand statistical studies, conduct statistical research, and sharpen your critical thinking skills.

Many statistics are presented graphically. For instance, consider the figure shown below.



The information in the figure is based on the collection of data.

DEFINITION

Data consist of information coming from observations, counts, measurements, or responses.

The use of statistics dates back to census taking in ancient Babylonia, Egypt, and later in the Roman Empire, when data were collected about matters concerning the state, such as births and deaths. In fact, the word *statistics* is derived from the Latin word *status*, meaning "state." The modern practice of statistics involves more than counting births and deaths, as you can see in the next definition.

DEFINITION

Statistics is the science of collecting, organizing, analyzing, and interpreting data in order to make decisions.

DATA SETS

There are two types of data sets you will use when studying statistics. These data sets are called **populations** and **samples.**

DEFINITION

A **population** is the collection of *all* outcomes, responses, measurements, or counts that are of interest.

A sample is a subset, or part, of a population.

A sample should be representative of a population so that sample data can be used to draw conclusions about that population. Sample data must be collected using an appropriate method, such as *random sampling*. When sample data are collected using an *inappropriate* method, the data cannot be used to draw conclusions about the population.



Identifying Data Sets

In a recent survey, 614 small business owners in the United States were asked whether they thought their company's Facebook presence was valuable. Two hundred fifty-eight of the 614 respondents said yes. Identify the population and the sample. Describe the sample data set. *(Adapted from Manta)*

Solution

The population consists of the responses of all small business owners in the United States, and the sample consists of the responses of the 614 small business owners in the survey. Notice that the sample is a subset of the responses of all small business owners in the United States. The sample data set consists of 258 owners who said yes and 356 owners who said no.



Try It Yourself 1

The U.S. Department of Energy conducts weekly surveys of approximately 800 gasoline stations to determine the average price per gallon of regular gasoline. On December 10, 2012, the average price was \$3.35 per gallon. Identify the population and the sample. Describe the sample data set. (*Source: Energy Information Administration*)

- **a.** Identify the population and the sample.
- **b.** What does the sample data set consist of?

Answer: Page A31

Whether a data set is a population or a sample usually depends on the context of the real-life situation. For instance, in Example 1, the population is the set of responses of all small business owners in the United States. Depending on the purpose of the survey, the population could have been the set of responses of all small business owners who live in California or who have networked online.

Insight

A census consists of data from an entire population. But, unless a population is small, it is usually

impractical to obtain all the population data. In most studies, information must be obtained from a random sample. (You will learn more about random sampling and data collection in Section 1.3.)



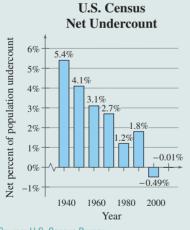
Study Tip

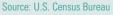
To remember the terms parameter and statistic, try using the mnemonic device of matching the first letters in population parameter and the first letters in sample statistic.



Picturing the World

How accurate is the count of the U.S. population taken each decade by the Census Bureau? According to estimates, the net undercount of the U.S. population by the 1940 census was 5.4%. The accuracy of the census has improved greatly since then. The net undercount in the 2010 census was -0.01%. (This means that the 2010 census overcounted the U.S. population by 0.01%, which is about 36,000 people.)





What are some difficulties in collecting population data?

Two important terms that are used throughout this course are **parameter** and statistic.

DEFINITION

A parameter is a numerical description of a *population* characteristic.

A statistic is a numerical description of a *sample* characteristic.

It is important to note that a sample statistic can differ from sample to sample whereas a population parameter is constant for a population.

EXAMPLE

Distinguishing Between a Parameter and a Statistic

Determine whether the numerical value describes a population parameter or a sample statistic. Explain your reasoning.

- 1. A recent survey of approximately 400,000 employers reported that the average starting salary for marketing majors is \$53,400. (Source: National Association of Colleges and Employers)
- 2. The freshman class at a university has an average SAT math score of 514.
- 3. In a random check of 400 retail stores, the Food and Drug Administration found that 34% of the stores were not storing fish at the proper temperature.

Solution

- **1.** Because the average of \$53,400 is based on a subset of the population, it is a sample statistic.
- 2. Because the average SAT math score of 514 is based on the entire freshman class, it is a population parameter.
- 3. Because the percent, 34%, is based on a subset of the population, it is a sample statistic.

Try It Yourself 2

Last year, a company with 65 employees spent a total of \$5,150,694 on employees' salaries. Does the amount spent describe a population parameter or a sample statistic?

- **a.** Determine whether the amount spent is from a population or a sample.
- **b.** Specify whether the amount spent is a parameter or a statistic.

Answer: Page A31

In this course, you will see how the use of statistics can help you make informed decisions that affect your life. Consider the census that the U.S. government takes every decade. When taking the census, the Census Bureau attempts to contact everyone living in the United States. Although it is impossible to count everyone, it is important that the census be as accurate as it can be, because public officials make many decisions based on the census information. Data collected in the census will determine how to assign congressional seats and how to distribute public funds.

BRANCHES OF STATISTICS

The study of statistics has two major branches: descriptive statistics and inferential statistics.

DEFINITION

Descriptive statistics is the branch of statistics that involves the organization, summarization, and display of data.

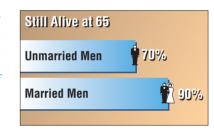
Inferential statistics is the branch of statistics that involves using a sample to draw conclusions about a population. A basic tool in the study of inferential statistics is probability. (You will learn more about probability in Chapter 3.)



Descriptive and Inferential Statistics

Determine which part of the study represents the descriptive branch of statistics. What conclusions might be drawn from the study using inferential statistics?

1. A large sample of men, aged 48, was studied for 18 years. For unmarried men, approximately 70% were alive at age 65. For married men, 90% were alive at age 65. (Source: The Journal of Family Issues)



2. In a sample of Wall Street analysts, the percentage who incorrectly forecasted high-tech earnings in a recent year was 44%. (*Source: Bloomberg News*)

Solution

- 1. Descriptive statistics involves statements such as "For unmarried men, approximately 70% were alive at age 65" and "For married men, 90% were alive at age 65." Also, the figure represents the descriptive branch of statistics. A possible inference drawn from the study is that being married is associated with a longer life for men.
- 2. The part of this study that represents the descriptive branch of statistics involves the statement "the percentage [of Wall Street analysts] who incorrectly forecasted high-tech earnings in a recent year was 44%." A possible inference drawn from the study is that the stock market is difficult to forecast, even for professionals.

Try It Yourself 3

A survey of 750 parents found that 31% support their kids financially until they graduate college, and 6% provide financial support until they start college. (*Source: Yahoo Finance*)

- **a.** Determine which part of the survey represents the descriptive branch of statistics.
- **b.** What conclusions might be drawn from the survey using inferential statistics? *Answer: Page A31*

Throughout this course you will see applications of both branches. A major theme in this course will be how to use sample statistics to make inferences about unknown population parameters.

Exercises





BUILDING BASIC SKILLS AND VOCABULARY

- **1.** How is a sample related to a population?
- 2. Why is a sample used more often than a population?
- 3. What is the difference between a parameter and a statistic?
- 4. What are the two main branches of statistics?

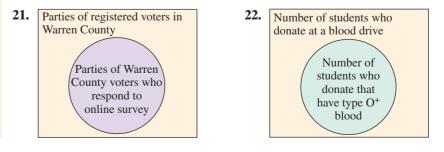
True or False? In Exercises 5–10, determine whether the statement is true or false. If it is false, rewrite it as a true statement.

- 5. A statistic is a numerical value that describes a population characteristic.
- 6. A sample is a subset of a population.
- **7.** It is impossible for the Census Bureau to obtain all the census data about the population of the United States.
- **8.** Inferential statistics involves using a population to draw a conclusion about a corresponding sample.
- **9.** A population is the collection of some outcomes, responses, measurements, or counts that are of interest.
- **10.** A sample statistic will not change from sample to sample.

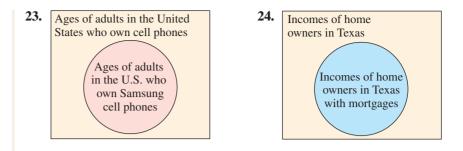
Classifying a Data Set In Exercises 11–20, determine whether the data set is a population or a sample. Explain your reasoning.

- 11. The revenue of each of the 30 companies in the Dow Jones Industrial Average
- 12. The amount of energy collected from every wind turbine on a wind farm
- 13. A survey of 500 spectators from a stadium with 42,000 spectators
- 14. The annual salary of each pharmacist at a pharmacy
- 15. The cholesterol levels of 20 patients in a hospital with 100 patients
- 16. The number of televisions in each U.S. household
- 17. The final score of each golfer in a tournament
- 18. The age of every third person entering a clothing store
- 19. The political party of every U.S. president
- 20. The soil contamination levels at 10 locations near a landfill

Graphical Analysis In Exercises 21–24, use the Venn diagram to identify the population and the sample.



7



USING AND INTERPRETING CONCEPTS

Identifying Populations and Samples In Exercises 25–34, identify the population and the sample.

- **25.** A survey of 1015 U.S. adults found that 32% have had to put off medical care for themselves or their family in the past year due to the cost. *(Source: Gallup)*
- **26.** A study of 33,043 infants in Italy was conducted to find a link between a heart rhythm abnormality and sudden infant death syndrome. *(Source: New England Journal of Medicine)*
- 27. A survey of 12,082 U.S. adults found that 45.5% received an influenza vaccine for a recent flu season. (Source: U.S. Centers for Disease Control and Prevention)
- **28.** A survey of 1012 U.S. adults found that 5% consider pet-friendliness an important factor for choosing a hotel.
- **29.** A survey of 55 U.S. law firms found that the average hourly billing rate was \$425. (*Source: The National Law Journal*)
- **30.** A survey of 496 students at a college found that 10% planned on traveling out of the country during spring break.
- **31.** A survey of 202 pilots found that 20% admit that they have made a serious error due to sleepiness. (*Source: National Sleep Foundation*)
- **32.** A survey of 961 major-appliance shoppers found that 23% bought extended warranties.
- **33.** To gather information about starting salaries at companies listed in the Standard & Poor's 500, a researcher contacts 65 of the 500 companies.
- **34.** A survey of 2002 third- to twelfth-grade students found that they devoted an average of 7 hours and 38 minutes per day to using entertainment media. *(Source: Kaiser Family Foundation)*

Distinguishing Between a Parameter and a Statistic *In Exercises* 35–42, determine whether the numerical value is a parameter or a statistic. Explain your reasoning.

- **35.** The average annual salary for 35 of a company's 1200 accountants is \$68,000.
- **36.** A survey of 2514 college board members found that 38% think that higher education costs what it should relative to its value. (*Source: Association of Governing Boards of Universities and Colleges*)
- **37.** Sixty-two of the 97 passengers aboard the Hindenburg airship survived its explosion.

- **38.** In January 2013, 60% of the governors of the 50 states in the United States were Republicans. *(Source: National Governors Association)*
- **39.** In a survey of 300 computer users, 8% said their computers had malfunctions that needed to be repaired by service technicians.
- **40.** Voter registration records show that 78% of all voters in a county are registered as Democrats.
- **41.** A survey of 1004 U.S. adults found that 52% think that China's emergence as a world power is a major threat to the well-being of the United States. *(Source: Pew Research Center)*
- **42.** In a recent year, the average math score on the ACT for all graduates was 21.1. (*Source: ACT, Inc.*)
- **43.** Which part of the survey described in Exercise 31 represents the descriptive branch of statistics? Make an inference based on the results of the survey.
- **44.** Which part of the survey described in Exercise 32 represents the descriptive branch of statistics? Make an inference based on the results of the survey.

EXTENDING CONCEPTS

- **45. Identifying Data Sets in Articles** Find an article that describes a survey.
 - (a) Identify the sample used in the survey.
 - (b) What is the sample's population?
 - (c) Make an inference based on the results of the survey.
- **46. Sleep Deprivation** In a recent study, volunteers who had 8 hours of sleep were three times more likely to answer questions correctly on a math test than were sleep-deprived participants. *(Source: CBS News)*
 - (a) Identify the sample used in the study.
 - (b) What is the sample's population?
 - (c) Which part of the study represents the descriptive branch of statistics?
 - (d) Make an inference based on the results of the study.
- **47.** Living in Florida A study shows that senior citizens who live in Florida have better memories than senior citizens who do not live in Florida.
 - (a) Make an inference based on the results of this study.
 - (b) What is wrong with this type of reasoning?
- **48. Increase in Obesity Rates** A study shows that the obesity rate among boys ages 2 to 19 has increased over the past several years. *(Source: Washington Post)*
 - (a) Make an inference based on the results of this study.
 - (b) What is wrong with this type of reasoning?
- **49. Writing** Write an essay about the importance of statistics for one of the following.
 - A study on the effectiveness of a new drug
 - An analysis of a manufacturing process
 - Making conclusions about voter opinions using surveys

Data Classification

WHAT YOU SHOULD LEARN

- How to distinguish between qualitative data and quantitative data
- How to classify data with respect to the four levels of measurement: nominal, ordinal, interval, and ratio

Types of Data • Levels of Measurement

TYPES OF DATA

When doing a study, it is important to know the kind of data involved. The nature of the data you are working with will determine which statistical procedures can be used. In this section, you will learn how to classify data by type and by level of measurement. Data sets can consist of two types of data: **qualitative data** and **quantitative data**.

DEFINITION

Qualitative data consist of attributes, labels, or nonnumerical entries.

Quantitative data consist of numerical measurements or counts.

EXAMPLE 1

Classifying Data by Type

The suggested retail prices of several Honda vehicles are shown in the table. Which data are qualitative data and which are quantitative data? Explain your reasoning. (*Source: American Honda Motor Company, Inc.*)

Model	Suggested retail price
Accord Sedan	\$21,680
Civic Hybrid	\$24,200
Civic Sedan	\$18,165
Crosstour	\$27,230
CR-V	\$22,795
Fit	\$15,425
Odyssey	\$28,675
Pilot	\$29,520
Ridgeline	\$29,450

Solution

The information shown in the table can be separated into two data sets. One data set contains the names of vehicle models, and the other contains the suggested retail prices of vehicle models. The names are nonnumerical entries, so these are qualitative data. The suggested retail prices are numerical entries, so these are quantitative data.

Try It Yourself 1

The populations of several U.S. cities are shown in the table. Which data are qualitative data and which are quantitative data? *(Source: U.S. Census Bureau)*

a. Identify the two data sets.

b. Decide whether each data set consists of numerical or nonnumerical entries.

c. Specify the qualitative data and the quantitative data. *Answer: Page A31*

City	Population		
Baltimore, MD	619,493		
Chicago, IL	2,707,120		
Glendale, AZ	230,482		
Miami, FL	408,750		
Portland, OR	593,820		
San Francisco, CA	812,826		