



## Carrying out a questionnaire

Remember. When data is collected in a questionnaire or interview, it is important to think carefully about **who** you have asked.

Read the data collection situations below and decide why you think the samples may be biased, match with the possible answers on the answer sheet.

### Data 1

A newspaper editor wants to find out the public reaction to something discussed in Parliament. He asks the readers of his paper to write to him with their views.

Why might this sample be biased?

### Data 2

Some children at a school in a large town are taking part in a project about the newspapers that are bought and read by the town's population. In order to obtain a sample of the town they decide to ask every child in the school to find out which newspapers are regularly bought by his or her family.

Assuming a total response, why might this sample be biased?

### Data 3

1,000 telephone users living in a particular constituency are selected at random from a telephone directory and are asked how they intend to vote at the next General Election. This sample is intended to be representative of the whole population of this constituency.

Explain why this sample might be biased.

### Data 4

A study into the eating habits of the adult population of England is being made. Comment on the bias that might be introduced if a sample were taken from:

- customers at a greengrocers
- residents of a particular postcode