1.3: Data, Sampling, and Variation in Data and Sampling

Data may come from a population or from a sample. Lowercase letters like x or y generally are used to represent data values. Most data can be put into the following categories:

- Qualitative
- Quantitative

Qualitative data are the result of categorizing or describing attributes of a population. **Qualitative data** are also often called categorical data. Hair color, blood type, ethnic group, the car a person drives, and the street a person lives on are examples of qualitative data. Qualitative data are generally described by words or letters. For instance, hair color might be black, dark brown, light brown, blonde, gray, or red. Blood type might be AB+, O-, or B+. Researchers often prefer to use quantitative data over qualitative data because it lends itself more easily to mathematical analysis. For example, it does not make sense to find an average hair color or blood type.

Quantitative data are always numbers. Quantitative data are the result of **counting** or **measuring** attributes of a population. Amount of money, pulse rate, weight, number of people living in your town, and number of students who take statistics are examples of quantitative data. Quantitative data may be either **discrete** or **continuous**.

All data that are the result of counting are called **quantitative discrete data**. These data take on only certain numerical values. If you count the number of phone calls you receive for each day of the week, you might get values such as zero, one, two, or three.

Data that are not only made up of counting numbers, but that may include fractions, decimals, or irrational numbers, are called **quantitative continuous data**. Continuous data are often the results of measurements like lengths, weights, or times. A list of the lengths in minutes for all the phone calls that you make in a week, with numbers like 2.4, 7.5, or 11.0, would be quantitative continuous data.

Exercise 1.3.1

The data are the number of books students carry in their backpacks. You sample five students. Two students carry three books, one student carries four books, one student carries two books, and one student carries one book. The numbers of books (three, four, two, and one) are the quantitative discrete data.

Theorem 1.3.1

The data are the number of machines in a gym. You sample five gyms. One gym has 12 machines, one gym has 15 machines, one gym has ten machines, one gym has 22 machines, and the other gym has 20 machines. What type of data is this?

Exercise 1.3.2

Data Sample of Quantitative Continuous Data

The data are the weights of backpacks with books in them. You sample the same five students. The weights (in pounds) of their backpacks are 6.2, 7, 6.8, 9.1, 4.3. Notice that backpacks carrying three books can have different weights. Weights are quantitative continuous data

Theorem 1.3.2

The data are the areas of lawns in square feet. You sample five houses. The areas of the lawns are 144 sq. feet, 160 sq. feet, 190 sq. feet, 180 sq. feet, and 210 sq. feet. What type of data is this?

Exercise 1.3.3

You go to the supermarket and purchase three cans of soup (19 ounces tomato bisque, 14.1 ounces lentil, and 19 ounces Italian wedding), two packages of nuts (walnuts and peanuts), four different kinds of vegetable (broccoli, cauliflower, spinach, and carrots), and two desserts (16 ounces pistachio ice cream and 32 ounces chocolate chip cookies).

Problem

Name data sets that are quantitative discrete, quantitative continuous, and qualitative.

Answer

▼ Details

One Possible Solution:

- The three cans of soup, two packages of nuts, four kinds of vegetables and two desserts are quantitative discrete data because you count them.
- The weights of the soups (19 ounces, 14.1 ounces, 19 ounces) are quantitative continuous data because you measure weights as precisely as possible.
- Types of soups, nuts, vegetables and desserts are qualitative(categorical) data because they are categorical.

Try to identify additional data sets in this example.

Theorem 1.3.3

The following list of materials was purchased by a purchase manager in a company:

- Two types of nails (2 kg box nails, 3 kg roofing nails)
- One type of oil (4 L machine oil)
- Four types of screws (3 kg wood screws, 5 kg machine screws, 1 kg set screws, 2 kg socket screws)

Name data sets that are quantitative discrete, quantitative continuous, and qualitative.

Exercise 1.3.4

The data are the colors of backpacks. Again, you sample the same five students. One student has a red backpack, two students have black backpacks, one student has a green backpack, and one student has a gray backpack. The colors red, black, black, green, and gray are qualitative(categorical) data.

Try It 1.3.4

The data are the colors of houses. You sample five houses. The colors of the houses are white, yellow, white, red, and white. What type of data is this?

Note

You may collect data as numbers and report it categorically. For example, the quiz scores for each student are recorded throughout the term. At the end of the term, the quiz scores are reported as A, B, C, D, or F.

Exercise 1.3.5

Work collaboratively to determine the correct data type (quantitative or qualitative). Indicate whether quantitative data are continuous or discrete. Hint: Data that are discrete often start with the words "the number of."

a. the number of pairs of shoes you own
b. the type of car you drive
c. the distance from your home to the nearest grocery store
d. the number of classes you take per school year
e. the type of calculator you use
f. weights of dogs at an animal shelter
g. number of correct answers on a quiz
h. IQ scores (This may cause some discussion.)

Answer

Items a, d, and g are quantitative discrete; items c, f, and h are quantitative continuous; items b and e are qualitative, or categorical.

Try It 1.3.5

Determine the correct data type (quantitative or qualitative) for the number of cars in a parking lot. Indicate whether quantitative data are continuous or discrete.

Exercise 1.3.6

A statistics professor collects information about the classification of her students as first-year students, sophomores, juniors, or seniors. The data she collects are summarized in the pie chart Figure 1.3.1. What type of data does this graph show?

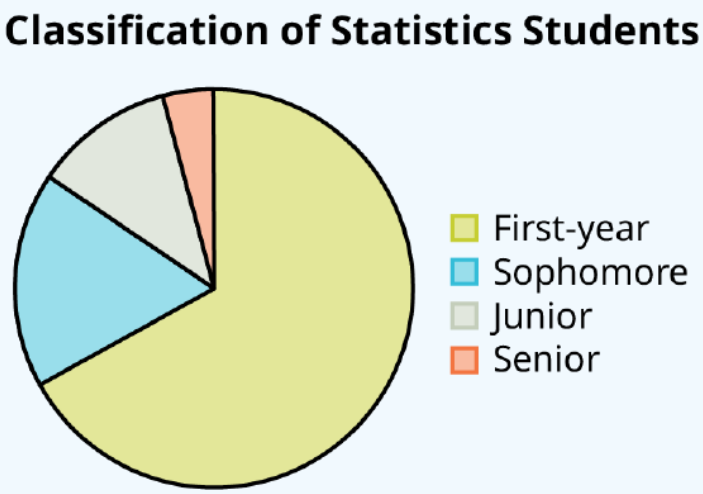

Figure 1.3.1

Answer

This pie chart shows the students in each year, which is **qualitative (or categorical) data**.

Try It 1.3.6

The registrar at State University keeps records of the number of credit hours students complete each semester. The data collected are summarized in the histogram. The class boundaries are 10 to less than 13, 13 to less than 16, 16 to less than 19, 19 to less than 22, and 22 to less than 25.

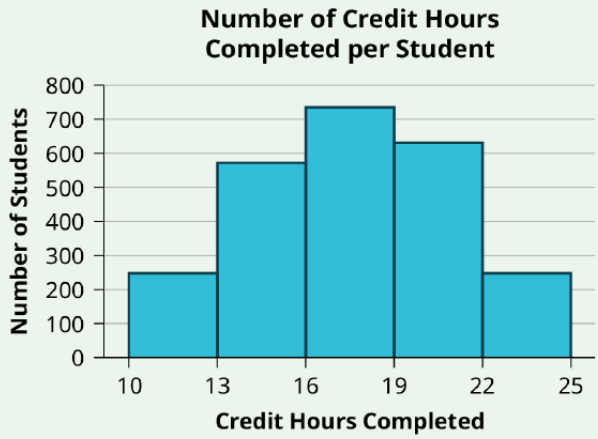

Figure 1.3.2

What type of data does this graph show?

Qualitative Data Discussion

Below are tables comparing the number of part-time and full-time students at De Anza College and Foothill College enrolled for the most recent spring quarter. The tables display counts (frequencies) and percentages or proportions (relative frequencies). The percent columns make comparing the same categories in the colleges easier. Displaying percentages along with the numbers is often helpful, but it is particularly important when comparing sets of data that do not have the same totals, such as the total enrollments for both colleges in this example. Notice how much larger the percentage for part-time students at Foothill College is compared to De Anza College.

Table 1.3.1 Most Recent Spring Quarter

De Anza College			Foothill College		
	Number	Percent		Number	Percent
Full-time	9,200	40.9%	Full-time	4,059	28.6%
Part-time	13,296	59.1%	Part-time	10,124	71.4%
Total	22,496	100%	Total	14,183	100%

Tables are a good way of organizing and displaying data. But graphs can be even more helpful in understanding the data. There are no strict rules concerning which graphs to use. Two graphs that are used to display qualitative data are pie charts and bar graphs.

In a pie chart, categories of data are represented by wedges in a circle and are proportional in size to the percent of individuals in each category.

In a bar graph, the length of the bar for each category is proportional to the number or percent of individuals in each category. Bars may be vertical or horizontal.

A Pareto chart consists of bars that are sorted into order by category size (largest to smallest).

Look at Figure 1.3.3 and 1.3.4 and determine which graph (pie or bar) you think displays the comparisons better.

It is a good idea to look at a variety of graphs to see which is the most helpful in displaying the data. We might make different choices of what we think is the “best” graph depending on the data and the context. Our choice also depends on what we are using the data for.

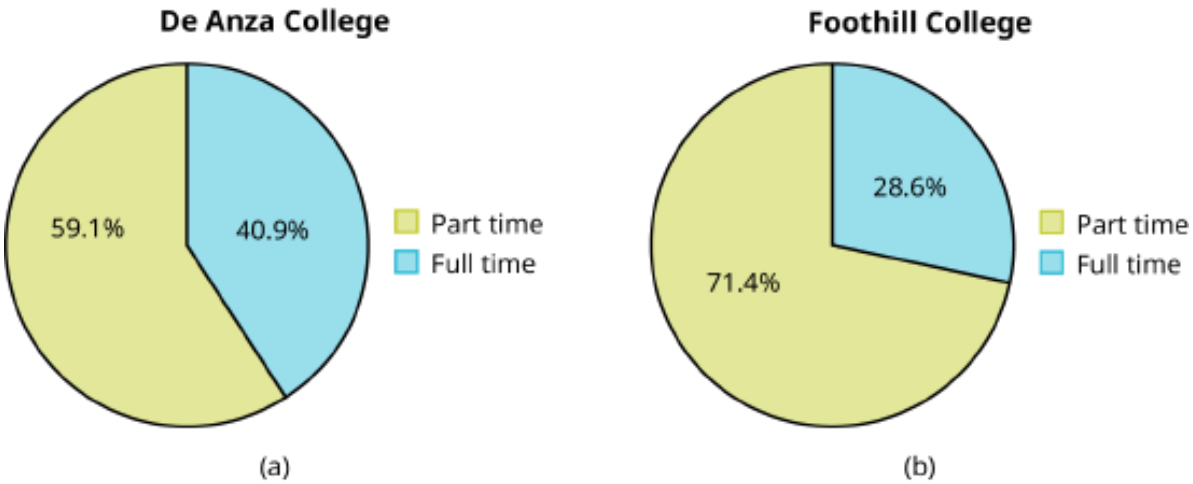

Figure 1.3.3

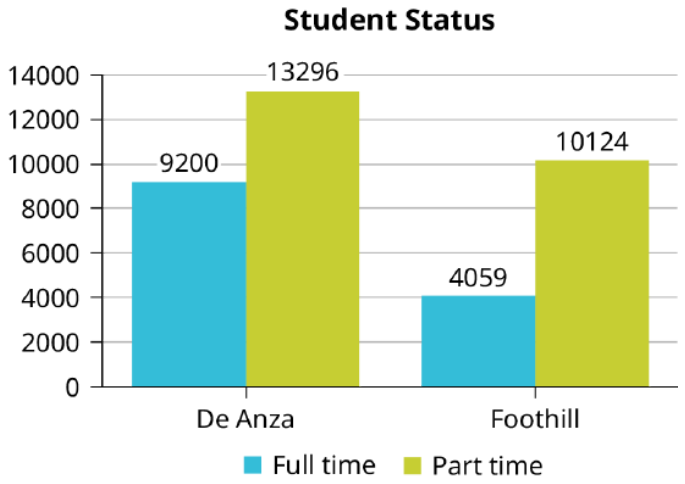

Figure 1.3.4

Percentages That Add to More (or Less) Than 100%

Sometimes percentages add up to be more than 100% (or less than 100%). In the graph, the percentages add to more than 100% because students can be in more than one category. A bar graph is appropriate to compare the relative size of the categories. A pie chart cannot be used. It also could not be used if the percentages added to less than 100%.

Table 1.3.2: De Anza College Most Recent Spring Quarter

Characteristic/Category	Percent
Full-Time Students	40.9%
Students who intend to transfer to a 4-year educational institution	48.6%
Students under age 25	61.0%
TOTAL	150.5%

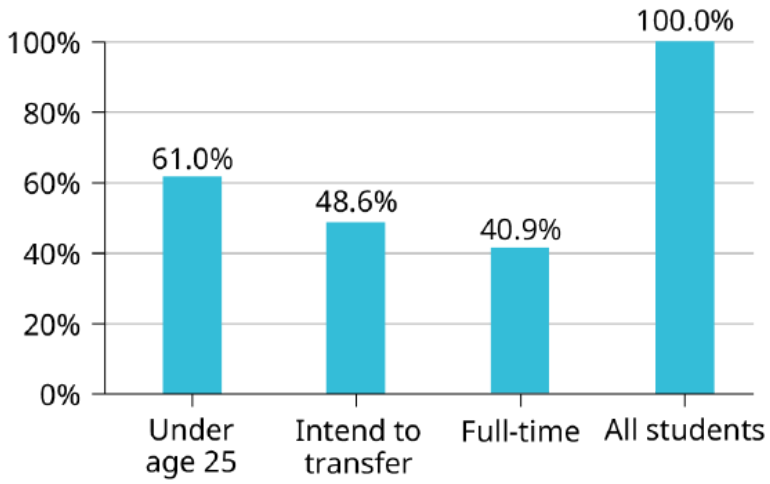

Figure 1.3.5

Omitting Categories/Missing Data

The table displays Ethnicity of Students but is missing the "Other/Unknown" category. This category contains people who did not feel they fit into any of the ethnicity categories or declined to respond. Notice that the frequencies do not add up to the total number of students. In this situation, create a bar graph and not a pie chart.

Table 1.3.3:Ethnicity of Students at De Anza College in the Most Recent Fall Term

	Frequency	Percent
Asian	8,794	36.1%
Black	1,412	5.8%
Filipino	1,298	5.3%
Hispanic/Latino	4,180	17.1%
Native American	146	0.6%
Pacific Islander	236	1.0%
White	5,978	24.5%
TOTAL	22,044 out of 24,382	90.4% out of 100%

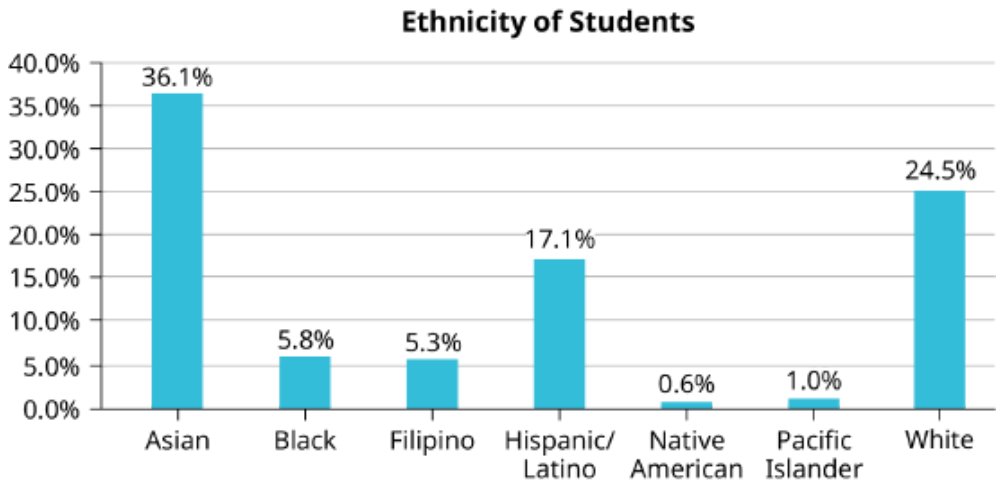

Figure 1.3.6: Copy and Paste Caption here. (Copyright; author via source)

The following graph is the same as the previous graph but the "Other/Unknown" percent (9.6%) has been included. The "Other/Unknown" category is large compared to some of the other categories (Native American, 0.6%, Pacific Islander 1.0%). This is important to know when we think about what the data are telling us.

This particular bar graph in Figure 1.9 can be difficult to understand visually. The graph in Figure 1.10 is a Pareto chart. The Pareto chart has the bars sorted from largest to smallest and is easier to read and interpret.

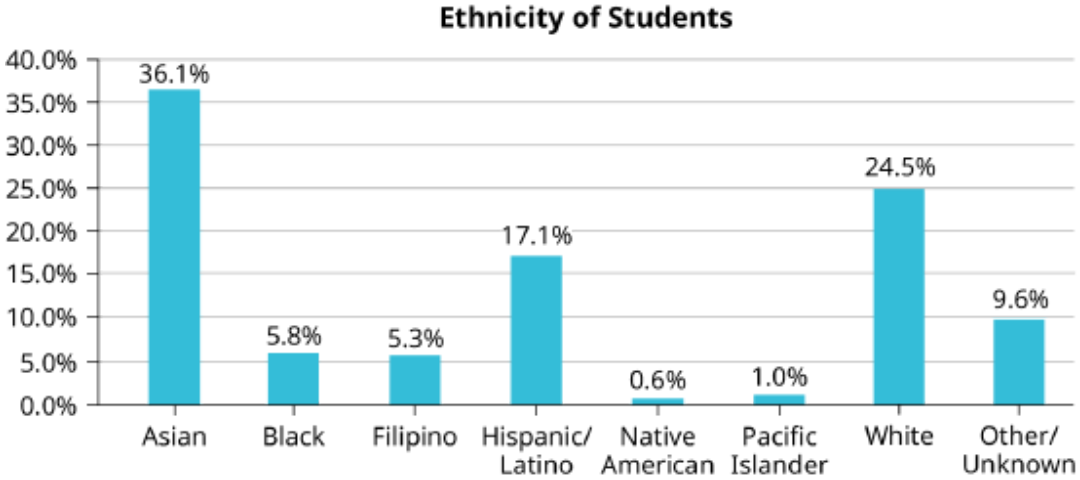

Figure 1.3.7: Bar Graph with Other/Unknown Category

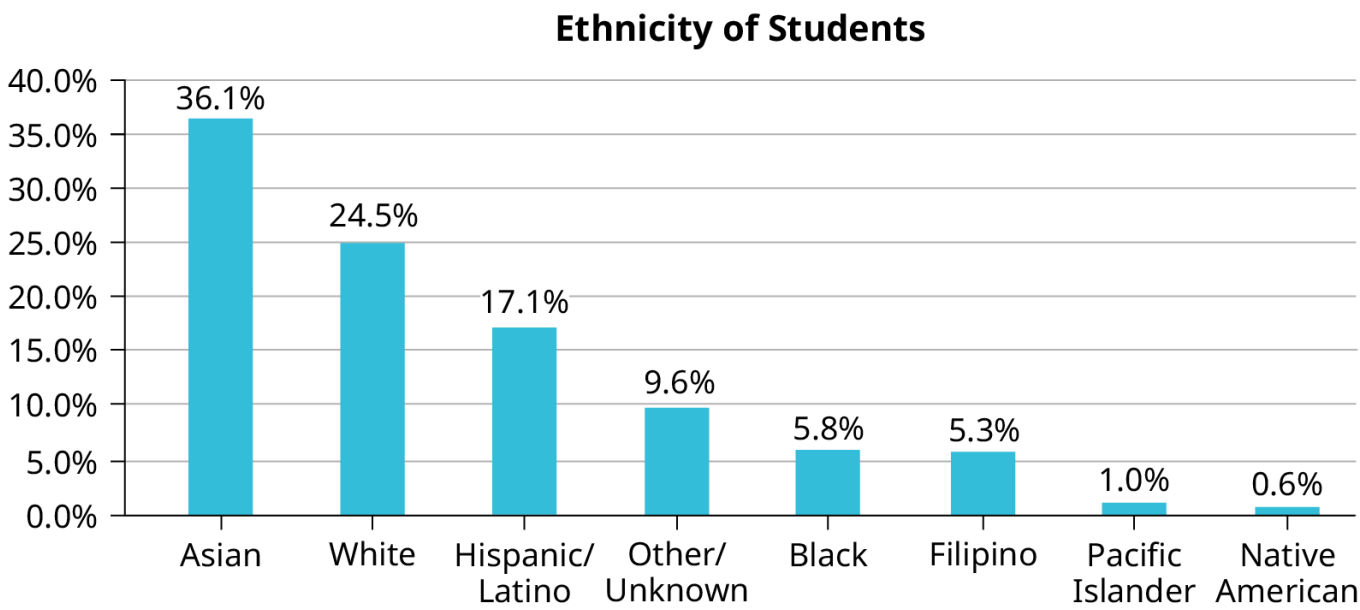

Figure 1.3.8: Pareto Chart With Bars Sorted by Size

Pie Charts: No Missing Data

The following pie charts have the "Other/Unknown" category included (since the percentages must add to 100%). The chart in Figure 1.3.9(b) is organized by the size of each wedge, which makes it a more visually informative graph than the unsorted, alphabetical graph in Figure 1.3.9(a).

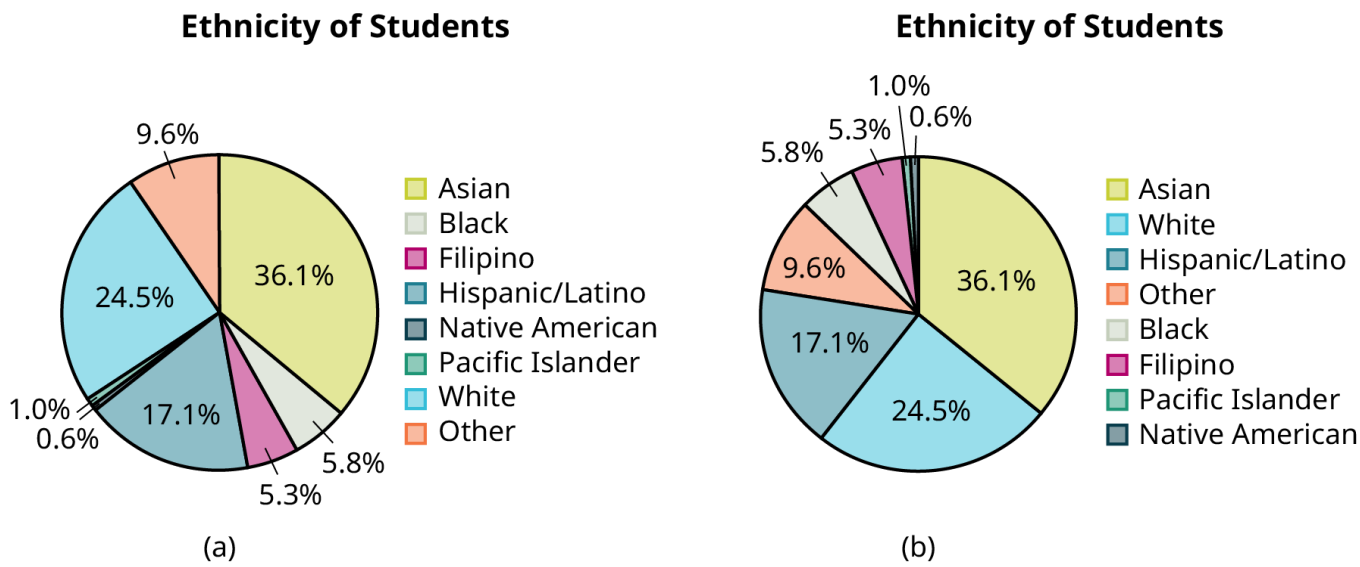

Figure 1.3.9

Sampling

Gathering information about an entire population often costs too much or is virtually impossible. Instead, we use a sample of the population. **A sample should have the same characteristics as the population it is representing.** Most statisticians use various methods of random sampling in an attempt to achieve this goal. This section will describe a few of the most common methods. There are several different methods of **random sampling**. In each form of random sampling, each member of a population initially has an equal chance of being selected for the sample. Each method has pros and cons. The easiest method to describe is called a **simple random sample**. Any group of *n* individuals is equally likely to be chosen as any other group of *n* individuals if the simple random sampling technique is used. In other words, each sample of the same size has an equal chance of being selected.

Besides simple random sampling, there are other forms of sampling that involve a chance process for getting the sample. **Other well-known random sampling methods are the stratified sample, the cluster sample, and the systematic sample.**

To choose a **stratified sample**, divide the population into groups called strata and then take a **proportionate** number from each stratum. For example, you could stratify (group) your college population by department and then choose a proportionate simple random sample from each stratum (each department) to get a stratified random sample. To choose a simple random sample from each department, number each member of the first department, number each member of the second department, and do the same for the remaining departments. Then use simple random sampling to choose proportionate numbers from the first department and do the same for each of the remaining departments. Those numbers picked from the first department, picked from the second department, and so on represent the members who make up the stratified sample.

To choose a **cluster sample**, divide the population into clusters (groups) and then randomly select some of the clusters. All the members from these clusters are in the cluster sample. For example, if you randomly sample four departments from your college population, the four departments make up the cluster sample. Divide your college faculty by department. The departments are the clusters. Number each department, and then choose four different numbers using simple random sampling. All members of the four departments with those numbers are the cluster sample.

To choose a **systematic sample**, randomly select a starting point and take every n^{th} piece of data from a listing of the population. For example, suppose you have to do a phone survey. Your phone book contains 20,000 residence listings. You must choose 400 names for the sample. Number the population 1–20,000 and then use a simple random sample to pick a number that represents the first name in the sample. Then choose every fiftieth name thereafter until you have a total of 400 names (you might have to go back to the beginning of your phone list). Systematic sampling is frequently chosen because it is a simple method.

A type of sampling that is non-random is convenience sampling. **Convenience sampling** involves using results that are readily available. For example, a computer software store conducts a marketing study by interviewing potential customers who happen to be in the store browsing through the available software. The results of convenience sampling may be very good in some cases and highly biased (favor certain outcomes) in others.

Sampling data should be done very carefully. Collecting data carelessly can have devastating results. Surveys mailed to households and then returned may be very biased (they may favor a certain group). It is better for the person conducting the survey to select the sample respondents.

True random sampling is done **with replacement**. That is, once a member is picked, that member goes back into the population and thus may be chosen more than once. However for practical reasons, in most populations, simple random sampling is done **without replacement**. Surveys are typically done without replacement. That is, a member of the population may be chosen only once. Most samples are taken from large populations and the sample tends to be small in comparison to the population. Since this is the case, **sampling without replacement** is approximately the same as sampling with replacement because the chance of picking the same individual more than once with replacement is very low.

Sampling without replacement instead of sampling with replacement becomes a mathematical issue only when the population is small.

When you analyze data, it is important to be aware of **sampling errors** and nonsampling errors. The actual process of sampling causes sampling errors. For example, the sample may not be large enough. Factors not related to the sampling process cause **nonsampling errors**. A defective counting device can cause a nonsampling error.

In reality, a sample will never be exactly representative of the population so there will always be some sampling error. As a rule, the larger the sample, the smaller the sampling error.

In statistics, a **sampling bias** is created when a sample is collected from a population and some members of the population are not as likely to be chosen as others (remember, each member of the population should have an equally likely chance of being chosen). When a sampling bias happens, there can be incorrect conclusions drawn about the population that is being studied.

Critical Evaluation

We need to evaluate the statistical studies we read about critically and analyze them before accepting the results of the studies. Common problems to be aware of include

- Problems with samples: A sample must be representative of the population. A sample that is not representative of the population is biased. Biased samples that are not representative of the population give results that are inaccurate and not valid.

- Self-selected samples: Responses only by people who choose to respond, such as call-in surveys, are often unreliable.
- Sample size issues: Samples that are too small may be unreliable. Larger samples are better, if possible. In some situations, having small samples is unavoidable and can still be used to draw conclusions. Examples: crash testing cars or medical testing for rare conditions
- Undue influence: collecting data or asking questions in a way that influences the response
- Non-response or refusal of subject to participate: The collected responses may no longer be representative of the population. Often, people with strong positive or negative opinions may answer surveys, which can affect the results.
- Causality: A relationship between two variables does not mean that one causes the other to occur. They may be related (correlated) because of their relationship through a different variable.
- Self-funded or self-interest studies: A study performed by a person or organization in order to support their claim. Is the study impartial? Read the study carefully to evaluate the work. Do not automatically assume that the study is good, but do not automatically assume the study is bad either. Evaluate it on its merits and the work done.
- Misleading use of data: improperly displayed graphs, incomplete data, or lack of context
- Confounding: When the effects of multiple factors on a response cannot be separated. Confounding makes it difficult or impossible to draw valid conclusions about the effect of each factor.

Exercise 1.3.7

A study is done to determine the average tuition that San Jose State undergraduate students pay per semester. Each student in the following samples is asked how much tuition they paid for the Fall semester. What is the type of sampling in each case?

a. A sample of 100 undergraduate San Jose State students is taken by organizing the students' names by classification (first-year student, sophomore, junior, or senior), and then selecting 25 students from each.
b. A random number generator is used to select a student from the alphabetical listing of all undergraduate students in the Fall semester. Starting with that student, every 50th student is chosen until 75 students are included in the sample.
c. A completely random method is used to select 75 students. Each undergraduate student in the fall semester has the same probability of being chosen at any stage of the sampling process.
d. The first-year, sophomore, junior, and senior years are numbered one, two, three, and four, respectively. A random number generator is used to pick two of those years. All students in those two years are in the sample.
e. An administrative assistant is asked to stand in front of the library one Wednesday and to ask the first 100 undergraduate students he encounters what they paid for tuition the Fall semester. Those 100 students are the sample.

Answer

a. stratified; b. systematic; c. simple random; d. cluster; e. convenience

▼

Solution

a. stratified; b. systematic; c. simple random; d. cluster; e. convenience

Try It 1.3.7

You are going to use the random number generator to generate different types of samples from the data.

This table displays six sets of quiz scores (each quiz counts 10 points) for an elementary statistics class.

Table 1.3.4

#1	#2	#3	#4	#5	#6
5	7	10	9	8	3
10	5	9	8	7	6
9	10	8	6	7	9
9	10	10	9	8	9

#1	#2	#3	#4	#5	#6
7	8	9	5	7	4
9	9	9	10	8	7
7	7	10	9	8	8
8	8	9	10	8	8
9	7	8	7	7	8
8	8	10	9	8	7

Instructions: Use the Random Number Generator to pick samples.

1. Create a stratified sample by column. Pick three quiz scores randomly from each column.
   - Number each row one through ten.
   - On your calculator, press Math and arrow over to PRB.
   - For column 1, Press 5:randInt(and enter 1,10). Press ENTER. Record the number. Press ENTER 2 more times (even the repeats). Record these numbers. Record the three quiz scores in column one that correspond to these three numbers.
   - Repeat for columns two through six.
   - These 18 quiz scores are a stratified sample.
2. Create a cluster sample by picking two of the columns. Use the column numbers: one through six.
   - Press MATH and arrow over to PRB.
   - Press 5:randInt(and enter 1,6). Press ENTER. Record the number. Press ENTER and record that number.
   - The two numbers are for two of the columns.
   - The quiz scores (20 of them) in these 2 columns are the cluster sample.
3. Create a simple random sample of 15 quiz scores.
   - Use the numbering one through 60.
   - Press MATH. Arrow over to PRB. Press 5:randInt(and enter 1, 60).
   - Press ENTER 15 times and record the numbers.
   - Record the quiz scores that correspond to these numbers.
   - These 15 quiz scores are the random sample.
4. Create a systematic sample of 12 quiz scores.
   - Use the numbering one through 60.
   - Press MATH. Arrow over to PRB. Press 5:randInt(and enter 1, 60).
   - Press ENTER. Record the number and the first quiz score. From that number, count ten quiz scores and record that quiz score. Keep counting ten quiz scores and recording the quiz score until you have a sample of 12 quiz scores. You may wrap around (go back to the beginning).
   -

Exercise 1.3.8

Determine the type of sampling used (simple random, stratified, systematic, cluster, or convenience).

a. A soccer coach selects six players from a group of boys aged eight to ten, seven players from a group of boys aged 11 to 12, and three players from a group of boys aged 13 to 14 to form a recreational soccer team.
b. A pollster interviews all human resource personnel in five different high tech companies.
c. A high school educational researcher interviews 50 public high school teachers and 50 private high school teachers.
d. A medical researcher interviews every third cancer patient from a list of cancer patients at a local hospital.
e. A high school counselor uses a computer to generate 50 random numbers and then picks students whose names correspond to the numbers.
f. A student interviews classmates in their algebra class to determine how many pairs of jeans a student owns, on the average.

Answer

a. stratified; b. cluster; c. stratified; d. systematic; e. simple random; f.convenience

▼

Solution

a. stratified; b. cluster; c. stratified; d. systematic; e. simple random; f.convenience

Try It 1.3.8

Determine the type of sampling used (simple random, stratified, systematic, cluster, or convenience).

A high school principal polls 50 first-year students, 50 sophomores, 50 juniors, and 50 seniors regarding policy changes for after school activities.

If we were to examine two samples representing the same population, even if we used random sampling methods for the samples, they would not be exactly the same. Just as there is variation in data, there is variation in samples. As you become accustomed to sampling, the variability will begin to seem natural.

Note

In Confidence Intervals of the text, sample size formulas are provided which will determine sample sizes when sampling from a population. The sample size will be a function of the desired precision and not a function of the population size. It may be somewhat counterintuitive that the sample size does not depend on the population size. However, this implies that a sample size of 1,000 can be adequate to represent a population of 100,000 versus 1,000,000 given that the same level of precision is desired. When working in Confidence Intervals with sample size formulas, the student will notice that population size is not a factor in determining the sample size.

Exercise 1.3.9

Suppose ABC College has 10,000 part-time students (the population). We are interested in the average amount of money a part-time student spends on books in the fall term. Asking all 10,000 students is an almost impossible task.

Suppose we take two different samples.

First, we use convenience sampling and survey ten students from a first term organic chemistry class. Many of these students are taking first term calculus in addition to the organic chemistry class. The amount of money they spend on books is as follows:

$128; $87; $173; $116; $130; $204; $147; $189; $93; $153

The second sample is taken using a list of senior citizens who take P.E. classes and taking every fifth senior citizen on the list, for a total of ten senior citizens. They spend:

$50; $40; $36; $15; $50; $100; $40; $53; $22; $22

It is unlikely that any student is in both samples.

Problem

a. Do you think that either of these samples is representative of (or is characteristic of) the entire 10,000 part-time student population?

▼

Solution

a. No. The first sample probably consists of science-oriented students. Besides the chemistry course, some of them are also taking first-term calculus. Books for these classes tend to be expensive. Most of these students are, more than likely, paying more than the average part-time student for their books. The second sample is a group of senior citizens who are, more than

likely, taking courses for health and interest. The amount of money they spend on books is probably much less than the average parttime student. Both samples are biased. Also, in both cases, not all students have a chance to be in either sample.

Answer

a. No. The first sample probably consists of science-oriented students. Besides the chemistry course, some of them are also taking first-term calculus. Books for these classes tend to be expensive. Most of these students are, more than likely, paying more than the average part-time student for their books. The second sample is a group of senior citizens who are, more than likely, taking courses for health and interest. The amount of money they spend on books is probably much less than the average part-time student. Both samples are biased. Also, in both cases, not all students have a chance to be in either sample.

Exercise 1.3.10

b. Since these samples are not representative of the entire population, is it wise to use the results to describe the entire population?

Answer

b. No. For these samples, each member of the population did not have an equally likely chance of being chosen.

Exercise 1.3.11

Now, suppose we take a third sample. We choose ten different part-time students from the disciplines of chemistry, math, English, psychology, sociology, history, nursing, physical education, art, and early childhood development. (We assume that these are the only disciplines in which part-time students at ABC College are enrolled and that an equal number of part-time students are enrolled in each of the disciplines.) Each student is chosen using simple random sampling. Using a calculator, random numbers are generated and a student from a particular discipline is selected if they have a corresponding number. The students spend the following amounts:

$180; $50; $150; $85; $260; $75; $180; $200; $200; $150

Problem

c. Is the sample biased?

Answer

Students often ask if it is "good enough" to take a sample, instead of surveying the entire population. If the survey is done well, the answer is yes.

Try It 1.3.9

A local radio station has a fan base of 20,000 listeners. The station wants to know if its audience would prefer more music or more talk shows. Asking all 20,000 listeners is an almost impossible task.

The station uses convenience sampling and surveys the first 200 people they meet at one of the station's music concert events. 24 people said they'd prefer more talk shows, and 176 people said they'd prefer more music.

Do you think that this sample is representative of (or is characteristic of) the entire 20,000 listener population?

Variation in Data

Variation is present in any set of data. For example, 16-ounce cans of beverage may contain more or less than 16 ounces of liquid. In one study, eight 16 ounce cans were measured and produced the following amount (in ounces) of beverage:

15.8; 16.1; 15.2; 14.8; 15.8; 15.9; 16.0; 15.5

Measurements of the amount of beverage in a 16-ounce can may vary because different people make the measurements or because the exact amount, 16 ounces of liquid, was not put into the cans. Manufacturers regularly run tests to determine if the amount of beverage in a 16-ounce can falls within the desired range.

Be aware that as you take data, your data may vary somewhat from the data someone else is taking for the same purpose. This is completely natural. However, if two or more of you are taking the same data and get very different results, it is time for you and the others to reevaluate your data-taking methods and your accuracy.

Variation in Samples

It was mentioned previously that two or more **samples** from the same **population**, taken randomly, and having close to the same characteristics of the population will likely be different from each other. Suppose Doreen and Jung both decide to study the average amount of time students at their college sleep each night. Doreen and Jung each take samples of 500 students. Doreen uses systematic sampling and Jung uses cluster sampling. Doreen's sample will be different from Jung's sample. Even if Doreen and Jung used the same sampling method, in all likelihood their samples would be different. Neither would be wrong, however.

Think about what contributes to making Doreen's and Jung's samples different.

If Doreen and Jung took larger samples (i.e. the number of data values is increased), their sample results (the average amount of time a student sleeps) might be closer to the actual population average. But still, their samples would be, in all likelihood, different from each other. This **variability in samples** cannot be stressed enough.

Size of a Sample

The size of a sample (often called the number of observations, usually given the symbol n) is important. The examples you have seen in this book so far have been small. Samples of only a few hundred observations, or even smaller, are sufficient for many purposes. In polling, samples that are from 1,200 to 1,500 observations are considered large enough and good enough if the survey is random and is well done. Later we will find that even much smaller sample sizes will give very good results. You will learn why when you study confidence intervals.

Be aware that many large samples are biased. For example, call-in surveys are invariably biased, because people choose to respond or not.

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