

## 7.3: The Sample Proportion

### Learning Objectives

- To recognize that the sample proportion  $\hat{p}$  is a random variable.
- To understand the meaning of the formulas for the mean and standard deviation of the sample proportion.
- To learn what the sampling distribution of  $\hat{p}$  is when the sample size is large.

Often sampling is done in order to estimate the proportion of a population that has a specific characteristic, such as the proportion of all items coming off an assembly line that are defective or the proportion of all people entering a retail store who make a purchase before leaving. The population proportion is denoted  $p$  and the sample proportion is denoted  $\hat{p}$ . Thus if in reality 43% of people entering a store make a purchase before leaving,

$$p = 0.43$$

if in a sample of 200 people entering the store, 78 make a purchase,

$$\hat{p} = \frac{78}{200} = 0.39.$$

The sample proportion is a random variable: it varies from sample to sample in a way that cannot be predicted with certainty. Viewed as a random variable it will be written  $\hat{P}$ . It has a mean  $\mu_{\hat{P}}$  and a standard deviation  $\sigma_{\hat{P}}$ . Here are formulas for their values.

### mean and standard deviation of the sample proportion

Suppose random samples of size  $n$  are drawn from a population in which the proportion with a characteristic of interest is  $p$ . The mean  $\mu_{\hat{P}}$  and standard deviation  $\sigma_{\hat{P}}$  of the sample proportion  $\hat{P}$  satisfy

$$\mu_{\hat{P}} = p$$

and

$$\sigma_{\hat{P}} = \sqrt{\frac{pq}{n}}$$

where  $q = 1 - p$ .

The Central Limit Theorem has an analogue for the population proportion  $\hat{p}$ . To see how, imagine that every element of the population that has the characteristic of interest is labeled with a 1, and that every element that does not is labeled with a 0. This gives a numerical population consisting entirely of zeros and ones. Clearly the proportion of the population with the special characteristic is the proportion of the numerical population that are ones; in symbols,

$$p = \frac{\text{number of 1s}}{N}$$

But of course the sum of all the zeros and ones is simply the number of ones, so the mean  $\mu$  of the numerical population is

$$\mu = \frac{\sum x}{N} = \frac{\text{number of 1s}}{N}$$

Thus the population proportion  $p$  is the same as the mean  $\mu$  of the corresponding population of zeros and ones. In the same way the sample proportion  $\hat{p}$  is the same as the sample mean  $\bar{x}$ . Thus the Central Limit Theorem applies to  $\hat{p}$ . However, the condition that the sample be large is a little more complicated than just being of size at least 30.

### The Sampling Distribution of the Sample Proportion

For large samples, the sample proportion is approximately normally distributed, with mean  $\mu_{\hat{P}} = p$  and standard deviation  $\sigma_{\hat{P}} = \sqrt{\frac{pq}{n}}$ .

A sample is large if the interval  $[p - 3\sigma_{\hat{p}}, p + 3\sigma_{\hat{p}}]$  lies wholly within the interval  $[0, 1]$ .

In actual practice  $p$  is not known, hence neither is  $\sigma_{\hat{p}}$ . In that case in order to check that the sample is sufficiently large we substitute the known quantity  $\hat{p}$  for  $p$ . This means checking that the interval

$$\left[ \hat{p} - 3\sqrt{\frac{\hat{p}(1-\hat{p})}{n}}, \hat{p} + 3\sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right]$$

lies wholly within the interval  $[0, 1]$ . This is illustrated in the examples.

Figure 7.3.1 shows that when  $p = 0.1$ , a sample of size 15 is too small but a sample of size 100 is acceptable.

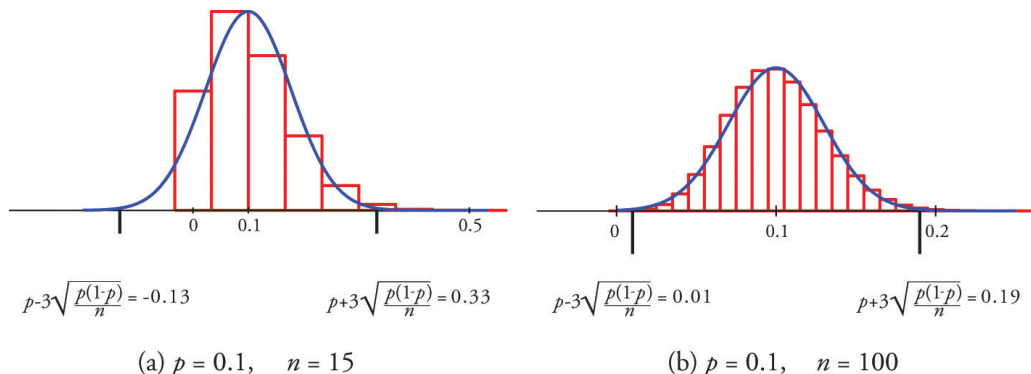


Figure 7.3.1: Distribution of Sample Proportions

Figure 7.3.2 shows that when  $p = 0.5$  a sample of size 15 is acceptable.

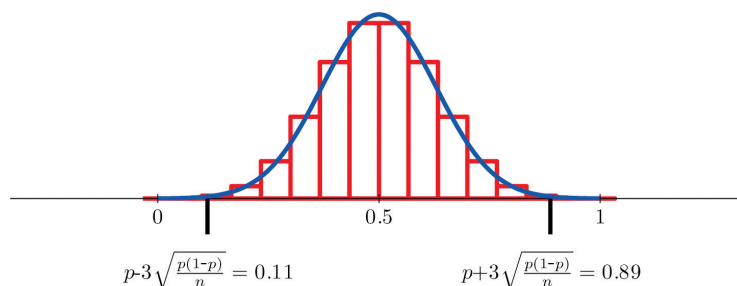


Figure 7.3.2: Distribution of Sample Proportions for  $p = 0.5$  and  $n = 15$

### ✓ Example 7.3.1

Suppose that in a population of voters in a certain region 38% are in favor of particular bond issue. Nine hundred randomly selected voters are asked if they favor the bond issue.

1. Verify that the sample proportion  $\hat{p}$  computed from samples of size 900 meets the condition that its sampling distribution be approximately normal.
2. Find the probability that the sample proportion computed from a sample of size 900 will be within 5 percentage points of the true population proportion.

#### Solution

1. The information given is that  $p = 0.38$ , hence  $q = 1 - p = 0.62$ . First we use the formulas to compute the mean and standard deviation of  $\hat{p}$ :

$$\mu_{\hat{p}} = p = 0.38 \text{ and } \sigma_{\hat{p}} = \sqrt{\frac{pq}{n}} = \sqrt{\frac{(0.38)(0.62)}{900}} = 0.01618$$

Then  $3\sigma_{\hat{p}} = 3(0.01618) = 0.04854 \approx 0.05$  so

$$\left[ \hat{p} - 3\sqrt{\frac{\hat{p}(1-\hat{p})}{n}}, \hat{p} + 3\sqrt{\frac{\hat{p}(1-\hat{p})}{n}} \right] = [0.38 - 0.05, 0.38 + 0.05] = [0.33, 0.43]$$

which lies wholly within the interval  $[0, 1]$ , so it is safe to assume that  $\hat{p}$  is approximately normally distributed.

- To be within 5 percentage points of the true population proportion 0.38 means to be between  $0.38 - 0.05 = 0.33$  and  $0.38 + 0.05 = 0.43$ . Thus

$$\begin{aligned} P(0.33 < \hat{P} < 0.43) &= P\left(\frac{0.33 - \mu_{\hat{P}}}{\sigma_{\hat{P}}} < Z < \frac{0.43 - \mu_{\hat{P}}}{\sigma_{\hat{P}}}\right) \\ &= P\left(\frac{0.33 - 0.38}{0.01618} < Z < \frac{0.43 - 0.38}{0.01618}\right) \\ &= P(-3.09 < Z < 3.09) \\ &= P(3.09) - P(-3.09) \\ &= 0.9990 - 0.0010 \\ &= 0.9980 \end{aligned}$$

### ✓ Example 7.3.2

An online retailer claims that 90% of all orders are shipped within 12 hours of being received. A consumer group placed 121 orders of different sizes and at different times of day; 102 orders were shipped within 12 hours.

- Compute the sample proportion of items shipped within 12 hours.
- Confirm that the sample is large enough to assume that the sample proportion is normally distributed. Use  $p = 0.90$ , corresponding to the assumption that the retailer's claim is valid.
- Assuming the retailer's claim is true, find the probability that a sample of size 121 would produce a sample proportion so low as was observed in this sample.
- Based on the answer to part (c), draw a conclusion about the retailer's claim.

#### Solution

- The sample proportion is the number  $x$  of orders that are shipped within 12 hours divided by the number  $n$  of orders in the sample:

$$\hat{p} = \frac{x}{n} = \frac{102}{121} = 0.84$$

- Since  $p = 0.90$ ,  $q = 1 - p = 0.10$ , and  $n = 121$ ,

$$\sigma_{\hat{P}} = \sqrt{\frac{(0.90)(0.10)}{121}} = 0.027$$

hence

$$[p - 3\sigma_{\hat{P}}, p + 3\sigma_{\hat{P}}] = [0.90 - 0.08, 0.90 + 0.08] = [0.82, 0.98]$$

Because

$$[0.82, 0.98] \subset [0, 1]$$

it is appropriate to use the normal distribution to compute probabilities related to the sample proportion  $\hat{P}$ .

- Using the value of  $\hat{P}$  from part (a) and the computation in part (b),

$$\begin{aligned} P(\hat{P} \leq 0.84) &= P\left(Z \leq \frac{0.84 - \mu_{\hat{P}}}{\sigma_{\hat{P}}}\right) \\ &= P\left(Z \leq \frac{0.84 - 0.90}{0.027}\right) \\ &= P(Z \leq -2.20) \\ &= 0.0139 \end{aligned}$$

4. The computation shows that a random sample of size 121 has only about a 1.4% chance of producing a sample proportion as the one that was observed,  $\hat{p} = 0.84$ , when taken from a population in which the actual proportion is 0.90. This is so unlikely that it is reasonable to conclude that the actual value of  $p$  is less than the 90% claimed.

### Key Takeaway

- The sample proportion is a random variable  $\hat{P}$ .
- There are formulas for the mean  $\mu_{\hat{P}}$ , and standard deviation  $\sigma_{\hat{P}}$  of the sample proportion.
- When the sample size is large the sample proportion is normally distributed.

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