

Lab Module 1: Critical Thinking about Statistics

You and your business partner have decided to lease space in Miami Beach and build a new fitness center. You want to ensure that you have the best possible understanding of your future clientele and their fitness goals to make sure your investment is a wise one. Therefore, you plan to conduct a poll in order to understand your customers better. You also plan to incorporate your findings into a business plan that can attract future investors.

- a) Define the relevant population for your poll based on who you believe your clients will be (i.e. age, fitness level, location). Think of a name that will attract this population to your fitness center!
- b) How do you plan to identify and subsequently sample individuals in your target population?
- c) Will obtaining a simple random sample be feasible? Discuss potential sources of bias and/or measurement error that might influence your poll results and address whether these potential sources of bias and/or measurement error can be mitigated.
- d) Create a set of five questions to include in your poll that will be helpful in understanding your customer base. For each question, indicate whether the data you obtain will be quantitative or categorical.

”Just Do It!”

