

## Informed Consumer Report

*The purpose of these reports is to help you find and evaluate statistics you encounter in everyday life.*

### Description

Each student needs to find a printed article, ad, or TV reference to a survey that draws a conclusion about a proportion of the population. You will need to know the sample size. The margin of error must be reported in the item and the item must be no more than 6 months old. When you turn in your report, you must also submit a copy of your referenced item. A specific item should not be used by more than one student. The article must be school appropriate and AP quality.

*Newspapers as well as magazines like "US News & World Report" or TIME" or "Newsweek" are good sources for these types of items.*

### Expectations

*Format:*

- Typed
- 12 pt font
- Double spaced
- 1 inch margins
- References cited and copy submitted

*Analysis and Discussion:*

A one-page discussion of:

- Who did the survey?
- Describe all the characteristics the survey:
  - Population, parameter of interest, sampling frame, sample, sampling method (if given)
- What was the conclusion of the survey?
- What was the margin of error?
- What level of confidence was used, if mentioned?
- Explain the meaning and purpose of the margin of error as though explaining it to your 10 year old sister or brother.
- Does the item claim that the results can be applied to only those surveyed or the entire population? Is the author correct? Explain.
- What claims were made based on the survey? What did you learn by doing this report?

*A report is **proficient** if:*

- ♦ *the item discussed meets the criteria,*
- ♦ *the report is in the required format,*
- ♦ *the discussion is complete,*
- ♦ *and most of the discussion is accurate.*

*A report shows **mastery** if the report meets the criteria for proficiency and all of the discussion is accurate.*