

Find the Limitation in the Study

You need a pencil.

1 Explore

Read what the shop did, and what the shop then claimed.

A baker asked twenty customers on a Monday morning whether they preferred the new loaf. Eighteen said yes. A sign now reads:

"90% of our customers prefer the new loaf."

2 Create

- 1 Write two reasons the sign claims more than the study can support.
- 2 Then rewrite the sign so it is fair.

3 Explain

Explain what the baker would have to do to earn the original claim.

What if?

Two hundred people were asked, all still on a Monday morning.