Readers' Polls

You need: ★ a classmate

Activity

Every year, *Magazine X* runs a "best and worst" poll for its readers. The questions are published in the magazine, and readers send in their responses. Here are this year's results:

The **best** and the **worst** of New Zealand

BEST game: *Power of Warcraft* (POW)	WORST pastime: Knitting
BEST All Black: Joe Carson	WORST TV show: The news
BEST magazine: *Magazine X*	WORST car: Nasaki family wagon
BEST website: www.bestcheats.com	

A demographic is the part of the population that the media product is aimed at. It is usually defined by age, gender, income, interests, and family.

1.
   a. Who took part in this survey?
   b. What can you tell from these results about *Magazine X*'s demographic?
   c. How representative of New Zealand do you think these responses are?

2. Here are two of the questions from the survey:

The **best** and the **worst** of New Zealand

Who is the best All Black?

Joe Carson
Sally Rose
Father Christmas

Which is the best magazine?

Magazine X

How useful would the data from this survey be? Explain your answer.

Investigation

1. Design a better Best and Worst of New Zealand survey. Decide what you want to achieve and then design your survey questions around these aims.
   Survey at least 10 people. Display your results. What conclusions can you reach?

2. Compare your survey with a classmate's and discuss your conclusions.
   Who might your data be of interest to? How could you improve your survey?

Focus   Probing survey questions and methods of sampling