

Contents

1 This is Statistics	1
Unit 1: Fundamental ideas	2
Input and output, A statistical system, Data and statistics, Statistical enquiries.	
Unit 2: Asking the question	8
Asking the question, Clarifying the question, Moral.	
Unit 3: Collecting the data	11
Collecting the data, Constructing a questionnaire, Gathering the data together.	
Unit 4: Deriving the statistics	17
Deriving the statistics, Re-arranging the data, Frequency table, Average, The answer, Comments on the answer.	
Unit 5: Communicating the results	29
Communicating the results, Symbols.	
2 Asking Questions	39
Unit 1: Questions and statistics	40
Questions, The past, The present, The future, Foundations, Need for statistics, Types of statistics, Descriptive statistics, Inferential statistics, The need to know.	
Unit 2: Who asks the questions	46
Daily life, Government, Education, Health care, Crime, Science and technology, Business management, Production, Stock control, Manpower, Finance, Sales and advertising, Corporate organisation.	
Unit 3: How to ask questions	52
Clearly stated problems, Simple and concise questions, Precise answers, Yes or no answers, Precoded answers, Rating scale answers, Open ended answers.	
Unit 4: How not to ask questions	57
Multiple questions in one, The use of unfamiliar words, Questions containing multiple instructions, Questions requiring calculation, Questions relying on memory, Questions that are inappropriate, Questions that are unnecessary, Tactless or offensive questions, Ambiguous questions, Biased questions, Asking leading questions, Use of emotional words.	

Unit 5: Questionnaire design	63
The purpose of a questionnaire, Constructing questionnaires, Object and Authority, Instructions, How to complete, When to complete, How to return the questionnaire, Details of the respondent, Body of the enquiry, Points previously noted, Length of questions, Sequence of questions, Units to be used in answers, Distribution and collection.	
Unit 6: When to ask questions	70
Availability of the respondent, Temporarily absent, Absent for a period, Unsuitability of respondent, Un-cooperative respondents, Current events.	
3 Collection of Data	73
Unit 1: Primary data	74
Primary data, Monthly Digest of Statistics, Financial Statistics, Employment Gazette, Gathering primary data, Interviews, Direct interview, Indirect interview, Questionnaire, The Population Census, Diary, Advantages of a diary, Disadvantages of a diary, Surveys, Pilot survey, Panel survey, Longitudinal survey, Market research survey, Public Opinion Polls, Non-response.	
Unit 2: Probability and sampling	82
The need to sample, Elements of probability, Certainty and Impossibility, Presetting probabilities, Statistical regularity, Sampling from a population, Selecting samples, Errors, Bias, Sampling error, The law of large numbers, Random samples, Further bias errors, Types of sample, Quota samples, Multi-stage samples, Cluster samples, Systematic samples, Stratified samples, Public Opinion Polls.	
Unit 3: Organizing the data	93
Editing the data, Checking for completeness, Checking for accuracy, Entering calculated numbers, Coding answers, Sorting the questionnaires, Ranking the data, Counting the data.	
Unit 4: Tabulation of data	97
Data attributes, Measurable attributes, Discrete attributes, Continuous attributes, Descriptive attributes, Tables, Reference tables, Demonstration tables, Table construction, Columnar layout, Spacing and partitions, Column and row labels, Multiple rows and columns, Arrangement of data, Space for calculated data, Headers and footers, Description, Explanation, Keys, Sources, Types of reference table, Simple tables, Complex tables, Summary tables, Cross tabulation tables, Contingency tables, Time series tables, Frequency tables, Cumulative frequency tables.	

Unit 5: Secondary data	107
Secondary data, Handling secondary data, Selection of secondary data, Extraction, Preliminary reference table, Historical records, Adjusting tables, Generating summary figures, Totals, Ratios, Percentages, Simplifying tables, Rounding, Significant figures, Re-ordering, Limitations of secondary data, Benefits of secondary data.	
Unit 6: Graphical representation of data	118
Elements of graph construction, Relationships, Graphs, Constructing a graph, Plotting the data, Using the graph, Warning, Discrete graphs, Scattergraphs, Frequency graphs for ungrouped data, Continuous graphs, Jagged line graphs, Histogram, Types of graph, Single line graph, Multiple graphs, Band charts, Multiple line charts, Cumulative graphs, The Lorenz Curve, The mechanics of graph construction, Equipment, Axes, Zero-ed scales, Breaks and pleats, Titles, Sources and footnotes, Finished appearance.	
4 Deriving the statistics	145
Unit 1: Single statistics	146
Single statistics, Central tendency, The means, The weighted arithmetic mean, The progressive mean or moving average, The geometric mean, The harmonic mean, The median, The median of grouped data, Graphical location of the median, The mode, The modal class for grouped data, Single mode for grouped data, Graphically, By formula, Bi-modal data.	
Unit 2: Dispersion	161
Dispersion, Measures of dispersion, Range, Mean absolute deviation, The variance, The standard deviation, Comparing statistics, Coefficient of variation, Grouped data..	
Unit 3: Multiple statistics	170
Multiple statistics, Fractiles, Quartiles, Quartile deviation, Deciles, Percentiles, Graphical determination of fractiles.	
Unit 4: Index numbers	179
Index numbers, Price relative, Weighted aggregative index, Laspeyre index, Paasche index, Laspeyre and Paasche contrasted, Chain base index, Change of base year, The creation of an index, The purpose for which it will be used, Choice of base year, The Retail Prices Index, Food and Catering, Alcohol and Tobacco, Housing and Household Expenditure, Personal Expenditure, Travel and Leisure.	
Unit 5: Regression	189
Scattergraphs and relationships, The straight line, Fitting a straight line to data, Fitting by eye, Regression by formulae, Limitations of the regression line.	

Unit 6: Correlation	202
Correlation, The amount of correlation, Measuring correlation, The product moment correlation coefficient, Spearman's rank correlation coefficient, The limitations of correlation.	
Unit 7: Time Series	211
Time series, Uses of time series, The short term variation, Seasonal fluctuations, Cyclical fluctuations, Residual fluctuations, The long term tendency, Moving averages and the trend, Drawing a trend line of best fit by eye, Drawing a trend line using regression, Drawing a trend line using the method of moving averages, Seasonal factors, Predictions, Caution, Continuance of the trend pattern, No residual or cyclical fluctuations expected.	
5 Communicating the results	225
Unit 1: The general principles of presentation	226
The purposes of presenting results, Demonstrating facts, Supporting an argument, Influencing decisions, Demonstration tables, Summary data, Conclusive data, Pictures, Words.	
Unit 2: Demonstration tables	231
The purpose of a demonstration table, The contents of the table, The layout of the tables, Columnar display, Visual simplicity, Clear title and footnotes.	
Unit 3: Pictorial representation	236
The purpose of a picture, General features of data, Relative sizes of data, Bar charts, Multiple bars, Back-to-back bars, Component bars, Gantt charts, Proportions of a whole, Pie charts, Exploded pies, Three dimensional pies, Comparative pies, Change of data over time, Line graphs, Z charts, Pictograms.	
Unit 4 The use of words	249
The purpose of words, Summarizing a table or picture, Summarizing the conclusions as a whole, The conclusions, The sources	
6 Inferential Statistics	253
Unit 1: Random experiments	254
Random experiments, Sets, Subsets, Outcomes and events, Combining outcomes into events, Combining events, Venn diagrams.	
Unit 2: Events and probabilities	265
Probabilities of simple events, Probabilities of combined events, The connective 'OR', Mutually exclusive events, Not mutually exclusive events, The connective 'AND', Dependent events, Independent events, Probability trees.	

Unit 3: Probability distributions	278
Probability distributions, Random variable, Bernoulli trials, The binomial distribution, Rare events and the Poisson distribution, The normal distribution, The standard normal distribution, Areas beneath the standard normal distribution, Using tables.	
Unit 4: Sampling distributions	295
Random sampling and the central limit theorem, Sampling distribution of means, Statistical inference.	
Unit 5: Hypothesis testing	302
Hypothesis testing, The null and alternative hypothesis, One and two sided hypotheses.	
Standard normal distribution tables	309
Answers to Exercises	311
Index	353