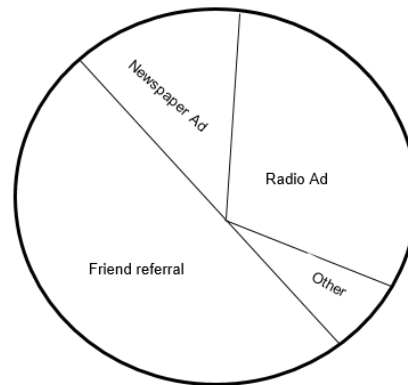**Possible Solution**

A local home builder surveyed a random sample of 50 customers in Round Rock to find out how they heard about the business. The results are graphed below.



If Round Rock has a population of 110,000 people, and the builder can only select one type of marketing campaign next year, which option should he choose? Why?

Based on a random sample, the strength of the inference is weak because only 50 customers out of 110,000 people in the city were surveyed.

Based on the quantitative description, the builder should choose "friend referral" because half of the customers surveyed found out about the builder from friends.