Check out this snippet from Family Circle magazine (January, 2009, Liz Plosser):

Motorists who talk on a cell phone while driving are 9% slower to hit the brakes, 19% slower to resume normal speed after braking and four times more likely to crash.

Interesting, eh? Need more information? Sorry, that's all the information this article provided. So, what can we conclude? How reliable are these results? Can you believe what the author tells you? Why or why not?

Pretend you're a manager for one of the major cell phone service providers in the U.S. You've been asked by a major news magazine to speak to these "accusations." What would you say? Use your knowledge of "statistics for managers" to level some well-founded criticisms of the conclusions above.

Do not use personal opinions to battle statistics like these! Instead, explain why the numbers reported in Family Circle may, or may not, accurately represent the population of U.S. drivers.

Only **provide a single idea**, to get the conversation rolling. Leave some material for others to contribute. Be sure that your contribution explicitly references statistical concepts.