

The paper towel market had become saturated with competing products. The manufacturer of SUPPO towels decided to take a swipe at his competitors and wipe away his company's messy financial problems by releasing a "new, improved" version of SUPPO towels. To prove that SOPPO towels absorb more mess faster than either SLURPY or GRUNGE GATHER towels (the leading competitors), an "experiment" was conducted and video-taped. A full roll of each brand of towel was placed in a vat containing two gallons of red punch. After 30 seconds, stopcocks at the bottom of the three vats were opened and the unabsorbed punch drained into beakers. The amount of punch drained off was measured, "proving unequivocally" (said the narrator) that SOPPO absorbed more of the punch in 30 seconds than did its two leading competitors.

The independent variable

The dependent variable

A controlled extraneous variable

A population of interest

A sample

A statistic that would be computed

A parameter that would be estimated

A variable measures with a nominal scale

Another variable and the scale used to measure it

Write a sentence that tells what the study found.