



CAIP

CERTIFIED ANALYTICS AND INSIGHTS
PROFESSIONALS OF CANADA

*CAIP Canada
Exam Prep Seminar:
Sampling Practice Questions*

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Your Turn Next!
Practice Questions

Practice Question 1

Calculating Response Rate

You have just completed a satisfaction study of Halifax residents (aged 18 or older) regarding municipal services and their delivery. In total, 1000 valid interviews were completed. In the process of completing the 1000 interviews, the call centre reported that they made 2433 calls to numbers but could not connect with anyone. There were 1677 with answering machines, 701 had no answer and 55 were busy.

There were 1048 numbers that were not in service and 208 that were business numbers and 173 that were fax/modem numbers.

Finally, 73 were not completed due to language problems, 3416 were household refusals, 1118 respondents were not available, 783 respondents refused, 82 respondents hung-up mid way.

One thousand and forty nine people responded but 44 did not qualify because there was no one over 18 and 5 were eliminated due to over achieved quotas.

What is the response rate for this study using the empirical and estimation methods? Which calculation should be reported?

Sampling Response Rate

- **Response rate= $R/(U+IS+R)$**

- R=Response: All those that responded to the telephone calling whether they are included in study or not (e.g. over a quota)
- U=Unresolved: numbers that we are not sure of their status but we were not refused...busy...answering machine...no answer
- IS=In-scope: calls are those who we connected with and might have refused for a variety of reasons from household refusals, or broke off
- What is not included in calculation is out of scope numbers such as business, fax numbers etc.

Practice Question 2

Back to our High Schools

- Define the sample
- Identify the sample frame
 - Any limitations?
- Calculate sample size
- Describe a probability sampling procedure for the quantitative phase
- Then a non-probability for the qualitative phase

Long Way Off School District

High school students can take many paths after graduation. School Board administrators have expectations that the students are heading to post-secondary education opportunities while others are returning to high school for an additional year, working and other things. You have been asked to help describe and understand the pathways taken by high school graduates. There are approximately 5,000 graduates a year and the Board has home addresses when they were in school. There are 12 high schools in Long Way Off district.

A blue brushstroke graphic with a rough, torn edge on the left side and a smooth edge on the right. The text "Feedback Next!" is written in white, italicized font in the center of the brushstroke.

Feedback Next!

What's Up Next?

