

STA304A1Q3

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Question 3

Question 3a

The survey is a national survey conducted online, between June 11 and 17 2019. It is asking about participants happiness index and the influence factor about their happiness level.

Question of interest: Find out the general happiness level of Canadians and the factor most influencing people's happiness.

3b

Target population: Canadians across the country.

Sampled population: Canadians who conducted the online survey between June 11 and 17 2019.

Sampling frame: List of Canadians based on their registered cell phone number.

Sampling unit: Any Canadian individuals.

Observation unit: Any Canadian individuals.

3c

More Canadians report being happier after age 55.

Participants with higher incomes were also more likely to have a high happiness score.

Participants in the East Coast reported the highest happiness level, and participants in Ontario the least.

3d

1. Inadequate frame: The sampling design excludes people who do not use internet, like elders.

Possible way of alleviating error: For each participant conducted the survey, recommend them to enroll their elders at home to conduct the survey as well.

2. Response error: When participants intentionally or accidentally provide inaccurate responses.

Possible way of alleviating error: ask the happiness level for particular area, ex. work life, romantic life..