

STA304A1Q4

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2/7/2020

Question 4

Question 4 a

Objective: Find out the preference of brand of laptop used by college students.

Target population is all the college students in Canada.

Sampling frame: students list by university e-mail address.

Design: draw samples by stratified sampling. First divide the population by states to subpopulations, then elect random 3-5 University in each state and contact them for the survey, ask them to provide willing student's e-mail address. Last, send questionnaire e-mail to all the provided e-mail.

Question 4 b

1. Voluntary response bias: Since the participants are voluntary samples, the one with less or no knowledge about laptop brands may undermine the survey, creating bias. ex. students only used one brand may have no idea what other brands perform. 2. Feeling: Students may be influenced by the brand culture and be fond of it, but not by the laptop performance. 3. Non-response bias: The participants may not answer part of the questionnaires. ex. The reason of preference.

CANADA

More Canadians report being happier after age 55, a new survey suggests

BY PAOLA LORIGGIO - THE CANADIAN PRESS

Posted June 24, 2019 7:16 am



— Getty Images



-A A+

A new national survey suggests Canadians are happier after age 55 and when they earn a higher income, but also indicates most don't consider money as a key factor affecting their [happiness](#).

The Happiness Index compiled by Leger, asked Canadians across the country to rate their level of happiness on a scale of one to 10 and note

READ MORE: [Canada slips spots on annual World Happiness Index, Finland takes 1st](#)

The online survey, conducted between June 11 and 17, found about half of respondents ranked their happiness as at least eight out of 10, with almost no difference between rural and urban areas.

Slightly more participants reported a high level of happiness in the East Coast and Quebec — 56 and 55 per cent respectively — with British Columbia coming in third at 52 per cent.

Ontario participants were at the bottom of the list, with only 47 per cent reporting a high level of happiness.

High happiness scores remained steady at 44 per cent for participants between the ages of 18 and 54, but spiked to 61 per cent after age 55.

WATCH: [What is sabotaging our pursuit of happiness?](#)



— What is sabotaging our pursuit of happiness?

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

Forty-four per cent of those making \$40,000 or less per year reported a high level of happiness, but that number rose to 53 per cent for those earning up to \$80,000 per year and to 58 per cent for those with even higher incomes.

Only eight per cent said the state of their finances was a key driver of their happiness, on par with satisfaction with romantic relationships, the study indicates.

The factors participants deemed most influential on happiness were a sense of freedom and the belief they were living the life they had imagined for themselves, with 24 and 19 per cent of respondents identifying those as key.