**ANSWERS TO CASE STUDIES**

**Chapter 1**

**Canadian Farmers Dealing with Stress**

In performing market research and other similar studies, it is important to properly identify target populations. In the case under study, the identification of the target population is important for the Canadian Agricultural Safety Association (CASA) because the farming industry represents a key sector of Western Canada’s economy. Stress among farmers is a growing cause for concern and as such, accurate survey results will benefit the future of the industry. In this type of research, it is also important to identify the sampling frame, the type of survey to be conducted, the type of data to be collected, the type of the collected data, and any other pertinent statistic that will ensure that the results of the research that is to be conducted by Western Opinion Research Inc. on behalf of CASA are pertinent, reliable, and usable.

1. One population that was identified was the population of farmers across Canada. Western Opinion Research conducted the research and survey throughout Canada and used the population of Canadian farmers to obtain its results. There were no other populations that were contacted by the opinion firm. Instead of attempting to contact the entire population of Canadian farmers, the research group conducted their survey by using a sample from the population of interest. The survey was completed by 1100 farmers across Canada. The measurements obtained from the survey were generally qualitative and percentages were used to describe them. The results allowed the CASA to infer on potential consequences of the stress encountered by farmers, and used these results to initiate preventative actions that would at least stabilize the stress levels of farmers, but with the added intention of decreasing them. The inferences made with statistical results were imperative in offering stress counselling resources to farmers.

The type of research that is conducted using the data obtained from studies such as the one commissioned by CASA allow organisations to use data analysis procedures in their normal course of business, whether it is for profit or not. The advantage of using inferential statistics, which are based on relevant samples, is that conclusions can be effectively drawn and which then pertain to the entire population under study, without having to conduct a census, which would most probably negatively impact the efficiency of the business operations.

2. a. ranking of the level of stress Quantitative

b. number of farmers asking for help Quantitative

c. number of farmers aware of help resources Quantitative

d. number of farmers who try to manage stress Quantitative

e. number of farmers interested in access to resources Quantitative

f. number of farmers nearly out of business Quantitative

g. number of farmers who prefer dealing with stress

on their own Quantitative

h. number of farmers who prefer dealing with

professionals on the phone Quantitative

i. number of farmers who prefer dealing with

professionals in person Quantitative

j. age of respondent Quantitative

k. gender of respondent Categorical

l. geographical region of respondent Categorical

m. time farmers spend dealing with stress Quantitative

n. rating of stress-related factors Quantitative

o. rating of reasons for not seeking help for stress Quantitative