Why survey statistics

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# Survey Methods II: Statistical Analysis of Surveys in R CSDE Workshop

Jessica Godwin

February 6, 2025

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**Resources and Materials** 

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## **Resources and Materials**

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#### • Survey Package Documentation

install.packages("survey", dependencies = TRUE)

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## Complex Surveys in R

- Lumley, Thomas (2004). Analysis of Complex Survey Samples. Journal of Statistical Software, 9(8), 1–19. https://doi.org/10.18637/jss.v009.i08
- Lumley, Thomas (2011). Complex surveys: a guide to analysis using R (Vol. 565). John Wiley & Sons.

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## Survey Statistics

- Lohr, Sharon L (1999). Sampling: Design and analysis. Pacific Grove, CA: Duxbury Press. https: //doi.org/10.1201/9780429298899
- Särndal, C. E., Swensson, B., & Wretman, J. (2003). Model assisted survey sampling. Springer Science & Business Media. https://link.springer. com/book/9780387406206
- CSSS/STAT 529 (Spring, taught by Elena Erosheva or Jon Wakefield)

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# Why survey statistics?

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#### Why survey statistics?

• If our outcome is binary:

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#### Why survey statistics?

- If our outcome is binary:
  - Did our data arise from flipping a coin? or
  - Did our data arise from drawing from an urn?

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#### Why survey statistics?

- If our outcome is binary:
  - Did our data arise from flipping a coin? or
  - Did our data arise from drawing from an urn?
- What does flipping a coin or drawing from an urn have to do with surveys with human respondents?

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#### Finite vs. superpopulations

For observations  $i = 1, \ldots, n$ , let

$$y_i = egin{cases} 1, & ext{success}, \ 0, & ext{failure}. \end{cases}$$

- Superpopulation: If y ~ Bernoulli(p),
  - E[y] = p Var(y) = p(1-p).
- Finite population: If  $y \sim$  Hypergeometric(N, K, n),

• 
$$E[y] = \frac{K}{N} Var(y) = \frac{K}{N} \left(1 - \frac{K}{N}\right) \left(1 - \frac{n}{N}\right)$$
. How do we say what  $\hat{p}$  means in either case? Is it the same?

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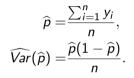
Data Visualization

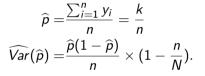
Etc. 0000

#### Finite vs. superpopulations, cont'd

If  $y_i \stackrel{\text{iid}}{\sim} \text{Bernoulli}(p)$ ,







How do we say what  $\hat{p}$  means in either case? Is it the same?

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# Survey Designs

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## Simple random sampling(SRS)

- Under an **SRS** of *n* observations
  - $\begin{array}{l} \Pr(\text{subject } k \in \text{sample}, S) = \\ \pi_k = & \frac{1}{N} \\ \Pr(\text{subjects } k, k' \in \text{sample}, S) = \\ \pi_{k,k'} = & \frac{1}{N} \times \frac{1}{N}. \end{array}$

• Under an **SRSWOR** of *n* observation

$$\begin{array}{l} \mathsf{Pr}(\mathsf{subject} \ k \in \mathsf{sample}, S) = \\ \pi_k = & \frac{n}{N} \\ \mathsf{Pr}(\mathsf{subjects} \ k, k' \in \mathsf{sample}, S) = \\ \pi_{k,k'} = & \frac{n}{N} \times \frac{n-1}{N-1} \end{array}$$

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# Specifying the Design: svydesign

• svydesign() needs to know what columns in your data (if any) represent

- sampling weights (weights)
- strata (strata)
- clusters (ids)
- units
- finite population correct (fpc)

library(survey)
data(api)
?api
?svydesign

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# Specifying the Design: svydesign

- apisrs\$pw: sampling weight
- apisrsfpc: finite population correction, i.e. N for an SRS
- apisrs\$stype: school type (elementary, middle, high)

##

##		6194
	-	 

## 30.97 200

6194/200

## [1] 30.97

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# Specifying the Design: svydesign

- apisrs\$pw: sampling weight
- apisrsfpc: finite population correction, i.e. N for an SRS
- apisrs\$stype: school type (elementary, middle, high)

## E H M ## 30.97 142 25 33

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```
Specifying the Design: svydesign
```

## Independent Sampling design
## svydesign(ids = ~1, weights = ~pw, fpc = ~fpc, data = apisrs)

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- Select every  $r^{th}$  sampling unit from the sampling frame of length  $N: r \times n \le N < r \times (n+1)$ 
  - What is  $\pi_k$  for individual k = r? k = r + 1?

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- Select every  $r^{th}$  sampling unit from the sampling frame of length  $N: r \times n \le N < r \times (n+1)$ 
  - What is  $\pi_k$  for individual k = r? k = r + 1?
  - Can a systematic sample be implemented so that it is the equivalent of an SRS?

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- Select every  $r^{th}$  sampling unit from the sampling frame of length  $N: r \times n \le N < r \times (n+1)$ 
  - What is  $\pi_k$  for individual k = r? k = r + 1?
  - Can a systematic sample be implemented so that it is the equivalent of an SRS?
  - What is  $\pi_{r,r+1}$ ?

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- Select every  $r^{th}$  sampling unit from the sampling frame of length  $N: r \times n \le N < r \times (n+1)$ 
  - What is  $\pi_k$  for individual k = r? k = r + 1?
  - Can a systematic sample be implemented so that it is the equivalent of an SRS?
  - What is  $\pi_{r,r+1}$ ?
- Random single start  $\rightarrow$  what changes?

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- Select every  $r^{th}$  sampling unit from the sampling frame of length  $N: r \times n \le N < r \times (n+1)$ 
  - What is  $\pi_k$  for individual k = r? k = r + 1?
  - Can a systematic sample be implemented so that it is the equivalent of an SRS?
  - What is  $\pi_{r,r+1}$ ?
- Random single start  $\rightarrow$  what changes?
- Multiple starts
  - No individual sampling probabilities are 0 or 1
  - Joint sampling probabilities defined

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# Stratified simple random sampling (strSRS)

• Consider h = 1, ..., H strata from each of which you want to sample  $n_h$  individuals.

$$\begin{array}{l} \Pr(\text{subject } k \in S_h) = \pi_k = \frac{n_h}{N_h} \\ \Pr(\text{subjects } k, k' \in S_h) = \pi_{k,k'} = \frac{n_h}{N_h} \times \frac{n_h - 1}{N_h - 1} \\ \Pr(\text{subjects } k \in S_h, k' \in S_{h'}) = \pi_{k,k'} = \frac{n_h}{N_h} \times \frac{n_{h'}}{N_{h'}}. \end{array}$$

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#### strSRS, cont'd

• Why stratify? Why not an SRS or SRSWOR?

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## strSRS, cont'd

- Why stratify? Why not an SRS or SRSWOR?
  - Availability of sampling frame
  - Cost, convenience, speed
  - $N_1, \ldots, N_h$  vary widely
  - Rare outcomes within certain strata
  - We know strata are related to outcome of interest  $\rightarrow$  precision gains!
- What happens if we ignore the stratification?
  - Waste a lot of folks' money!!
  - Implicit assumption that outcome of interest doesn't differ by strata
  - ightarrow obscure differences in outcomes by strata
  - $\bullet \rightarrow \mathsf{OVERESTIMATE} \text{ variance/standard errors}$
  - ullet ightarrow worsens variability in outcomes between strata grows and within strata shrinks
  - $\rightarrow$  worsens as variability in  $\pi_{k\in S_h}$  between strata grows

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## Specifying the Design: svydesign

- apisrs\$pw: sampling weight
- apisrsfpc: finite population correction, i.e.  $N_h$  for an strSRS
- apisrs\$stype: strata; chool type (elementary, middle, high)

table(apistrat\$pw, apistrat\$fpc)

##				
##		755	1018	4421
##	15.1000003814697	50	0	0
##	20.3600006103516	0	50	0
##	44.2099990844727	0	0	100

755/50

## [1] 15.1

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# Specifying the Design: svydesign

- apisrs\$pw: sampling weight
- apisrsfpc: finite population correction, i.e.  $N_h$  for an strSRS
- apisrs\$stype: strata; chool type (elementary, middle, high)

##

##		Е	Н	М
##	15.1000003814697	0	50	0
##	20.3600006103516	0	0	50
##	44.2099990844727	100	0	0

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#### Specifying the Design: svydesign

```
## Stratified Independent Sampling design
## svydesign(ids = ~1, strata = ~stype, weights = ~pw, fpc = ~fpc,
## data = apistrat)
```

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## Cluster sampling

Consider sampling c = 1, ..., C clusters or **primary sampling units (PSU)** from your population of  $N_C$  clusters and N **units**.

Indivuals k are the **observation units** contained within clusters on which we will make measurements.

**One-stage cluster sampling** 

#### Two-stage cluster sampling

Sample  $m_c$  from  $M_c$  units in cluster c.

$$\Pr(\mathsf{PSU}\ c \in S) = \frac{C}{N_c}$$
$$\pi_{k \in Sc} = \begin{cases} 1, & \mathsf{PSU}\ c \in S, \\ 0, & \text{otherwise.} \end{cases}$$

$$\Pr(\mathsf{PSU}\ c \in S) = \frac{C}{N_c}$$

$$\pi_{k \in S_c} = \begin{cases} \frac{m_c}{M_c}, & \mathsf{PSU}\ c \in S, \\ 0, & \text{otherwise.} \end{cases}$$

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## Cluster sampling, cont'd

- Probability proportional to size (PPS) sampling
  - $\pi_c \propto M_c$
  - When does this make sense?
- Why implement a cluster sample?
  - The only sampling frame we have is a list of groups of observation units
  - Cost and convenience
- What happens if we ignore clustering in our sample?
  - The  $m_c$  observation units sampled in cluster c are **not** independent samples
  - $\rightarrow$  we have LESS information than  $m_c$  observations from an SRS
  - $\rightarrow$  we will UNDERESTIMATE variances and standard errors if we ignore this dependence
  - $\bullet \to$  this underestimation worsens as the correlation between outcomes from individuals in a cluster increases

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#### Specifying the Design: svydesign

clus\_des

```
## 1 - level Cluster Sampling design
## With (15) clusters.
## svydesign(ids = ~dnum, weights = ~pw, fpc = ~fpc, data = apiclus1)
```

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#### Specifying the Design: svydesign

twoclus\_des

```
## 2 - level Cluster Sampling design
## With (40, 126) clusters.
## svydesign(ids = ~dnum + snum, weights = ~pw, fpc = ~fpc1 + fpc2,
## data = apiclus2)
```

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# Complex surveys

#### Multi-stage sampling

- **Example:** DHS (among others) stratify clusters by administrative divisions × urban/rural  $\rightarrow$  select women withihn households within clusters within strata
- Stratified two-stage cluster sampling
- PSUs  $\rightarrow$  secondary sampling units (SSUs)  $\rightarrow$  observation units
- One could stratify within clusters if a sampling frame necessitates (never encountered this yet)

#### Multi-phase sampling

- Fancy term for trying again to reach non-respondents!!
- Sub-sample (perhaps fully) your nonrespondents in attempts to get a response.

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# Designs of Common Surveys

- Demographic and Health Surveys (DHS)
  - https://dhsprogram.com/
  - Kenya DHS 2014 Final Report https://dhsprogram.com/pubs/pdf/FR308/FR308.pdf
- Youth Risk Behavior Survey (YRBS)
  - https://www.cdc.gov/healthyyouth/data/yrbs/index.htm
  - 2019 National YRBS Data User's Guide https://www.cdc.gov/healthyyouth/data/yr bs/pdf/2019/2019\_National\_YRBS\_Data\_Users\_Guide.pdf
- American Communiy Survey (ACS)
  - https://www.census.gov/programs-surveys/acs
  - Design & Methodology https://www2.census.gov/programs-surveys/acs/methodolog y/design\_and\_methodology/acs\_design\_methodology\_ch04\_2014.pdf

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# Estimation with Survey Data

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# Horvitz-Thompson estimators

- Each individual k has their responses weighted by their sampling weight  $w_k = \frac{1}{\pi \nu}$ 
  - i.e. an individual with low chance of being sampled  $\rightarrow \pi_k$  small  $\rightarrow w_k$  big
  - *w<sub>k</sub>* can be interpreted as number of individuals in the finite population that individual *k*'s response represents
  - Caveat: nonresponse
- Average or arithmetic mean

$$\frac{\sum_{k=1}^{n} y_{k}}{n} \stackrel{?}{=} \frac{\sum_{k=1}^{n} w_{k} y_{k}}{\sum_{k=1}^{n} w_{k}} = \frac{\sum_{k=1}^{n} \frac{N}{n} y_{k}}{\sum_{k=1}^{n} \frac{N}{n}} = \frac{\frac{N}{n} \sum_{k=1}^{n} y_{k}}{\frac{N}{n} \sum_{k=1}^{n} 1} = \frac{N}{n} \left(\frac{\sum_{k=1}^{n} y_{k}}{\frac{N}{n} \times n}\right) = \frac{N}{n} \left(\frac{\sum_{k=1}^{n} y_{k}}{N}\right) = \frac{\sum_{k=1}^{n} y_{k}}{n}$$

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# Horvitz-Thompson estimators

- Each individual k has their responses weighted by their sampling weight  $w_k = \frac{1}{\pi_k}$ 
  - i.e. an individual with low chance of being sampled  $ightarrow \pi_k$  small  $ightarrow w_k$  big
  - $w_k$  can be interpreted as number of individuals in the finite population that individual k's response represents
  - Caveat: nonresponse
- Weighted average

$$\sum_{k=1}^n w_k y_k$$
 such that  $w_k \in [0,1]$  and  $\sum_k^n w_k = 1$ 

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- Consider a population of size N, a sample of size n, where each individual has outcome  $Y_k$
- $Y_k$  is **not** random, but  $Z_k$  is

$$Z_k = egin{cases} 1, & k \in S \ 0, & ext{otherwise}. \end{cases}$$

• Once sample taken  $y_k = Y_k \times Z_k$  denotes an individual's observed response (may contain measurement error)

• 
$$E[y_k] = E[Y_k \times Z_k] = Y_k E[Z_k] = Y_k \times \pi_k$$

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• The population total of outcomes Y is

$$T = \sum_{k=1}^{N} Y_k$$

$$\widehat{T} = \sum_{k=1}^{n} w_k y_k = \sum_{k=1}^{n} \frac{y_k}{\pi_k}$$
$$\widehat{Var}(\widehat{T}) = \sum_{k,k'} \frac{y_k y_{k'}}{\pi_k \pi_{k'}} - \frac{y_k y_{k'}}{\pi_{kk'}}$$

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# Totals: Stratified sampling

$$\widehat{T} = \sum_{h=1}^{H} \widehat{T}_h = \sum_{h=1}^{H} \sum_{k=1}^{n_h} w_{hk} y_{hk},$$

$$\widehat{Var}(\widehat{T}) = \sum_{h=1}^{H} \widehat{Var}(\widehat{T}_h) = \sum_{h=1}^{H} \sum_{k,k'} \frac{y_{hk} y_{hk'}}{\pi_{hk} \pi_{hk'}} - \frac{y_{hk} y_{hk'}}{\pi_{hkk'}},$$

• Calculate variance in terms of each individual's difference from their respective strata total.

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# Totals: Cluster sampling

$$\widehat{T} = \sum_{c=1}^{C} T_{c} = \sum_{c=1}^{C} \sum_{k=1}^{N_{c}} w_{ck} y_{ck} = \sum_{c=1}^{C} w_{c} \sum_{k=1}^{N_{c}} y_{ck},$$

• Calculate the variance in terms of each cluster total's difference from the overall population total

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# Totals: Stratified two-stage cluster sampling

$$\begin{aligned} \widehat{T} &= \sum_{h=1}^{H} \widehat{T}_{h} = \sum_{h=1}^{H} \sum_{c_{1}=1}^{C_{1h}} \widehat{T}_{h[c_{1}]} \\ &= \sum_{h=1}^{H} \sum_{c_{1}=1}^{C_{1h}} \sum_{c_{2}=1}^{C_{2h}} \widehat{T}_{h[c_{1}:c_{2}]} = \sum_{h=1}^{H} \sum_{c_{1}=1}^{C_{1h}} \sum_{c_{2}=1}^{C_{2h}} \sum_{k=1}^{n_{c_{2}}} w_{h[c_{1}:c_{2}]k} y_{h[c_{1}:c_{2}]k} \\ \widehat{Var}(\widehat{T}) &= \sum_{h=1}^{H} \widehat{Var}(\widehat{T}_{h}). \end{aligned}$$

• Apply methods from previous two in appropriate summation order

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### Totals: svytotal

```
?svytotal
svytotal(~enroll, design = srs_des)
##
            total
                      SE
## enroll 3621074 169520
svytotal(~enroll, design = strsrs_des)
##
            total
                      SE
## enroll 3687178 114642
svytotal(~enroll, design = twoclus des, na.rm = TRUE)
                      SF.
##
            total
```

## enroll 2639273 799638

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# Means

• The population mean of outcomes Y is

$$\overline{Y} = \frac{\sum_{k=1}^{N} Y_k}{N}$$

$$\widehat{\overline{Y}} = \frac{\sum_{k=1}^{n} w_k y_k}{N} = \frac{1}{N} \sum_{k=1}^{n} \frac{y_k}{\pi_k}$$
$$\widehat{Var}(\widehat{\overline{Y}}) = \frac{\widehat{Var}(\widehat{T})}{N^2}$$
$$SRS \left(1 - \frac{n}{N}\right) \times \frac{1}{n} \sum_{k=1}^{n} (y_k - \overline{y})$$

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## Means: svymean

```
?svymean
svymean(~enroll, design = srs_des)
##
                     SE
            mean
## enroll 584.61 27.368
svymean(~enroll, design = strsrs_des)
##
                     SE
            mean
## enroll 595.28 18.509
svymean(~enroll, design = twoclus des, na.rm = TRUE)
                     SF.
##
            mean
## enroll 526.26 80.341
```

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# Proportions

• The population mean of binary outcomes Y or prevalence is

$$P = \frac{\sum_{k=1}^{N} Y_k}{N}$$

$$\widehat{P} = \frac{\sum_{k=1}^{n} w_k y_k}{N} = \frac{1}{N} \sum_{k=1}^{n} \frac{y_k}{\pi_k}$$
$$\widehat{Var}(\widehat{P}) = \frac{(\widehat{P}(1-\widehat{P}))}{N}$$

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## Proportions: svyciprop

confint(svymean(~sch.wide, design = srs\_des))

## 2.5 % 97.5 %
## sch.wideNo 0.1319288 0.2380712
## sch.wideYes 0.7619288 0.8680712

svyciprop(~sch.wide, design = srs\_des)

## 2.5% 97.5% ## sch.wide 0.815 0.756 0.863

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# Proportions: svyciprop

confint(svymean(~sch.wide, design = strsrs\_des))

##2.5 %97.5 %## sch.wideNo0.12433710.2197669## sch.wideYes0.78023310.8756629

```
svyciprop(~sch.wide, design = strsrs_des)
```

## 2.5% 97.5% ## sch.wide 0.828 0.775 0.871

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# **Ratio Estimation**

• What if we don't know N or don't have the finite population corrections?

$$\widehat{\overline{Y}} = \frac{\widehat{T}}{\widehat{N}} = \frac{\sum_k w_k y_k}{\sum_k w_k}$$

• Now what is  $\widehat{Var}(\widehat{\overline{Y}})$ ? survey uses Taylor linearization.

• What if we have some other variable X that we measured in our survey and know population totals for?

$$\widehat{T_Y} = \widehat{T_Y} \frac{T_X}{\widehat{T_X}} = \sum_k w_k y_k \times \frac{T_X}{\sum_k w_k x_k}$$

• If we're over(under)estimating  $T_X$ , then maybe we're over(under)estimating  $T_Y$ 

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# Ratio Estimation: svyratio

```
svymean(~enroll, design = srs_des)
```

```
## mean SE
## enroll 584.61 27.368
```

```
svymean(~enroll, design = srs_des_nofpc)
```

```
## mean SE
## enroll 584.61 27.821
```

```
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```

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## mean SE ## enroll 595.28 18.509

```
svymean(~enroll, design = strsrs_des_nofpc)
```

## mean SE ## enroll 595.28 18.941

```
srs_des_nofpc <- update(srs_des_nofpc, counter = 1)
svyratio(numerator = ~enroll, denominator = ~counter, design = srs_des_nofpc)</pre>
```

```
## Ratio estimator: svyratio.survey.design2(numerator = ~enroll, denominat
       design = srs des nofpc)
##
## Ratios=
##
          counter
## enroll 584.61
## SEs=
##
           counter
## enroll 27.82121
svymean(~enroll, design = srs des nofpc)
##
            mean
                     SF.
```

```
## enroll 584.61 27.821
```

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# Small Area Estimation: svyby

svyby(~enroll, by = ~stype, design = srs\_des, svytotal)

##	stype	enroll	se			
## E	E	1849900.0	99738.62			
## H	Н	890666.2	187717.67			
## M	М	880508.1	151805.23			
<pre>svyby(~enroll, by = ~stype, design = strsrs_des, svytotal)</pre>						

##		stype	enroll	se
##	Е	E	1842584.3	72581.33
##	Н	Н	997128.5	69239.40
##	М	М	847464.7	55502.96

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Etc.

#### General Linear Models: svyglm

Why survey statistics?

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# General Linear Models: svyglm

##		$SRS_Coef$	SRS_SE	$StrSRS_Coef$	$StrSRS_SE$
##	(Intercept)	1.744	0.456	0.836	0.456
##	ell	-0.022	0.011	-0.002	0.013
##	meals	0.011	0.009	-0.003	0.009
##	mobility	-0.015	0.022	0.061	0.032

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#### Post-stratification

What if we don't have a **probability survey**? OR What if our ideal stratification scheme was not possible to implement given our sampling frame?

```
pop.types <- apipop %>%
group_by(stype) %>%
summarize(Freq = n())
```

srs\_post <- postStratify(srs\_des, ~stype, pop.types)</pre>

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# Data Visualization

#### Etc. 0000

# Functions in the survey package

Instead of plotting the data in your sample, the following visualizations give you a sense of the data in your sample AND their relative contribution to the population.

- Histograms (svyhist) of weighted outcomes
- Boxplots (svyboxplot) of weighted outcomes (by group, if desired)
- Scatterplots (svyplot) of two variables showing relative weight of observations (e.g. with transparency or character size)
- Scatterplots by group (svycoplot) of two variables conditional on the value of other variables (e.g. binary measure of exposure) using the hexagonal binning method available in svyplot

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## Histograms: svyhist

```
svyhist(~enroll, design = strsrs_des,
    main = "", xlab = "Enrollment",
    probability = FALSE, col = 'grey80', border = FALSE)
svyhist(~enroll, design = twoclus_des,
    main = "", xlab = "Enrollment",
    probability = FALSE, col = 'navy', border = FALSE, add = TRUE)
legend('topright', bty = 'n',
    fill = c("grey80", "navy"), border = FALSE,
    legend = c("StrSRS", "2-stage Clus"))
```

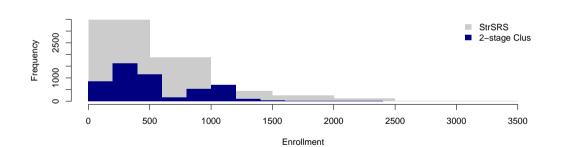
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## Histograms: svyhist



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## Histograms: svyhist

```
svyhist(~enroll, design = strsrs des,
        main = "". xlab = "Enrollment".
        probability = FALSE, col = 'grey80', border = FALSE)
svyhist(~enroll, design = srs_des,
        main = "". xlab = "Enrollment".
        probability = FALSE, col = 'firebrick', border = FALSE,
        add = TRUE)
legend('topright', bty = 'n',
       fill = c("grey80", "firebrick"), border = FALSE,
       legend = c("StrSRS", "SRS"))
```

Why survey statistics?

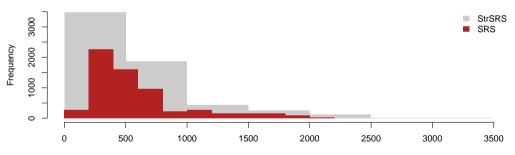
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#### Histograms: svyhist



Enrollment

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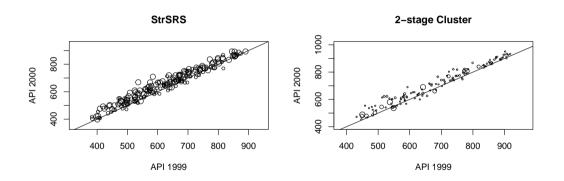
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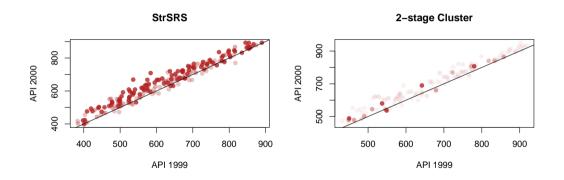
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Why survey statistics?

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Etc.

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# What didn't we cover?

- Post-stratification and raking (survey::postStratify)
- Replicate weights (survey::svrepdesign)
- Non-response
- Multi-phase sampling
- Model-based estimation

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# Specific Question: Contrasts

• Constrasts are just linear combinations of random variables where the weights add up to 0, e.g. averages and differences.

$$E[aX + bY] = aE[X] + bE[Y]$$
  

$$E[X - Y] = 1 \times E[X] + (-1) \times E[Y]$$
  

$$Var(aX + bY) = a^{2}Var(X) + b^{2}Var(Y) + 2abCov(X, Y)$$
  

$$Var(X - Y) = 1^{2} \times Var(X) + (-1)^{2} \times Var(Y) + 2(1)(-1) \times Cov(X, Y)$$

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# Specific Question: Contrasts

cont\_total <- svytotal(~api00+api99, strsrs\_des)
svycontrast(cont\_total, list(diff=c(1,-1)))</pre>

## contrast SE ## diff 203736 12705

vcov(cont\_total)

## api00 api99
## api00 3396439386 3521991247
## api99 3521991247 3808949720

## [1] 12704.59