

## **UN Handbook Ch. 7 'Managing sources of non-sampling error': recommendations on response rates**

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*Abstract of the presentation:*

Conducting surveys important questions arise when it is necessary to face with non sampling errors, in terms of Coverage, Measurement and Processing.

The main points to manage are the Response rates, how to tackle with non responses and the Imputation criteria.

Recommendations are presented to help in conducting qualitative surveys on opinion of consumers and business.