

Name the Denominator Before the Percentage

A response ledger that distinguishes invitations, eligibility and completed answers

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SAMPLE

Unpublished review edition. New product terms and checkout are not approved.

Start with one bounded decision

A team announces a 75 percent response rate after seeing six completed forms. Eight people were eligible, but ten invitations were originally sent. Both six of eight and six of ten can be meaningful if they are named correctly. This workbook protects that distinction. It does not choose which denominator will make the result look stronger; it gives the reviewer a reproducible ledger and a place to explain the inclusion rule.

Teams summarizing a small invited survey without making statistical representativeness claims.

Reconcile one row per invitation, calculate explicitly named response rates and document exclusions. Includes a reusable CSV ledger, local calculator, completed example and correction exercise.

One method to try

Use an invitation identity

The ledger uses a unique invitation ID rather than a name or email. Keep any identity lookup in its authorized system. A person invited twice still creates a reconciliation question: do the two invitations represent one person or two opportunities? Decide the unit before entering rows, and never delete a duplicate merely because it harms the reported rate.

Sample boundary

This sample stops here. The full review package contains the input dictionary, worked case, calculator instructions, controlled-change exercise, answer key and reusable CSV templates.