Sampling Techniques

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Sampling Methods

Many types of sampling methods exist. Sampling methods can be *subjective* or *probabilistic*. Subjective methods include **judgment sampling**, in which expert judgment is used to select the sample (survey the "best" customers), and **convenience sampling**, in which samples are selected based on the ease with which the data can be collected (survey all customers who happen to visit this month). Probabilistic sampling involves selecting the items in the sample using some random procedure. Probabilistic sampling is necessary to draw valid statistical conclusions.

The most common probabilistic sampling approach is simple random sampling. **Simple random sampling** involves selecting items from a population so that every subset of a given size has an equal chance of being selected. If the population data are stored in a database, simple random samples can generally be easily obtained.

1. SRSWOR
2. SRSWR
3. Systematic Random Sampling
   (1,2,….100) -->
   (6,16,26,36,46,56,…96)
4. Stratified Random Sampling : Based on categories. e.g. (Males: 1500, Females: 500) --> (75, 25)
5. Cluster Sampling: Data is divided into different clusters/groups. Some clusters are chosen at random.