CLUSTER SAMPLING

It’s a sampling method in which the sampling happens in two stages.

**First stage:**

Certain groups or clusters called **primary sampling units** are selected from the population.

**Ex:**

Companies selected from an industry.

Selection of colleges from a city.

**Second stage:**

Individual items called **elementary sampling units** are drawn from the primary sampling units or clusters.

**Ex:**

Employees (sample or individual) selected from a company.

Selection of students from a college.

**[A.K.A: sub-sampling]**

**Advantages:**

* **Minimize cost per elementary sampling units**

Choosing items at random from a population is extremely costly.

* **Ease of implementation**

Cluster sampling permit grouping of observations for easier coverage.

**Disadvantages:**

* **Biased samples.**
* **High sampling error**
* **Cluster sampling are more sophisticated**

If each cluster is contained in a geographical area it’s known as **area sampling**.