

## Welcome to Week 2

Welcome to week two of the course. Having studied survey design, we're now going to look at how we sample our populations that we are going to be surveying. We'll be looking firstly at simple random sampling schemes and then looking at non-random sampling schemes, including systematic and stratified sampling schemes.

With respect to this, we'll also be looking at how to allocate our sample among our strata using different allocation schemes, such as optimal and Neyman allocation, and linking this to the cost of surveys. By the end of this week, then, we should feel confident we can design and implement a survey, ready then to start analysing the data we get from it in weeks 3 to 5.

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