**Date:**08/10/2015  
**To:** kate\_mason@scrassociates.com  
**From:** jesse\_baker@scrassociates.com  
**Subject:** Sampling

Hi Kate,

One more thought about the questionnaire -- we can't send it to everyone, so we need a representative sample that will provide the best results.

What kind of sampling technique would you suggest? I want to get a valid cross-section of opinions. Please send me a recommendation together with an explanation of your reasoning. Thanks.

Jesse Baker