

**“Population” (A)** – Large Distribution not  
Necessarily Representative of Intended Group

```
graph TD; A([Population A]) --> B([Stratified Sample B]); A --> RS([Random Sample]); RS --> C([Built-up Sample C]);
```

**Stratified Sample (B)**

= Census Parameters (%)

**Random Sample**

**“Built-up” Sample (C)**

= Census Parameters (%)