

Lesson 3.3: Sampling and a Sampling Frame

Slide 1: Sampling and a Sampling Frame

The slide features a light blue background with a green-to-blue gradient on the left side. A horizontal line, colored green on the left and blue on the right, is positioned above the title. The title "Sampling and a Sampling Frame" is written in a large, bold, dark blue font. Below the title, the name "Jim Fong, MBA" is displayed in a smaller, dark blue font. In the bottom right corner, the "UC DAVIS EXTENSION" logo is shown in dark blue.

Sampling and a Sampling Frame

Jim Fong, MBA

UC DAVIS
EXTENSION

Slide 2: Learning Objectives

Learning Objectives

Define “sample” as used in market research

List ways to conduct a sample with an audience

Apply basic sampling theory

Slide 3: What is a Sample?

What is a Sample?

Sample = a subset of a population

Sampling Frame = statement of who or what population you intend to research

Helps stakeholders know who is focus of research



Slide 4: Start with Your Population

Start with Your Population

Population of Interest:
Cell phone users

Or, cell phone users in
the United States



Slide 5: Sampling Frame Narrows Population

Sampling Frame Narrows Population



Population: cell phone users

Sampling frame: cell phone users
age 25 or younger

Sampling frame splits your
population

Slide 6: Sampling Frame Act as Filter

Sampling Frame Acts as Filter

Filter population through
sampling frame

Draw subset from that
filtered group

That targeted group forms
basis of research

That group is your chosen
sample going forward



Slide 7: Draw Sample in a Particular Way

Draw Sample in a Particular Way



Quality



Budget



Timing and
other factors

Slide 8: Sampling Guidelines

Sampling Guidelines

All stakeholders must agree on sampling frame

Be very specific

"Working professionals who desire to improve their employment situation through continued education."

Slide 9: Constraints and Sampling

Constraints and Sampling



Knowing client's constraints
(timing, money, risk)

Shapes sampling approach

Indicates level of rigor needed

Slide 10: A Random Sample



A Random Sample

Typically best methodology
Reduces error and adds precision
Lower risk lowers demand
for precision

Slide 11: Level of Precision

Level of Precision

Start with agreed upon sample frame

Determine level of precision needed

Choose sample size large enough to gain trust



Slide 12: Sample Based on Budget and Risk

Sample Based on Budget and Risk

Smaller sample works for small budget

Keep random sample balanced and unbiased

Aim to solve problem within client's constraints