Sampling

	What it is	When to use	Advantages	Disadvantages
Census	A collection of data from an entire population	Gives a completely accurate result	- Small population - Easy to collect data - Large variation of opinion	- Time consuming+Expensive - Can not be used when testing involves destruction - Large volume of data to process
Random Sampling	Each thing has an equal chance of being selected	- Large population - Have a sampling frame	- Numbers truly random and free from bias - Easy to use - Each number has a known equal chance of being selected	Needs a sampling frame
Systematic sampling	Required elements are chosen at regular intervals in an ordered list	Time constraint	- Simple to use - Suitable for large samples	- Only random if ordered list is truly random - Can introduce bias
Stratified sampling	Population is divided into groups and a simple random sample is carried out in each group	- More accurate when strata are present - Reflects population structure	- It can give more accurate estimates than simple random sampling where clear strata are present - Reflects the population structure	- Within the strata, the problems are than same as for any simple random sample - If the strata are not clearly defined they may overlap
Quota sampling	The population is divided into groups by gender etc. A quota of people in each group is set to try and reflect the group's proportion in the whole population	There is no sampling frame	- Enables fieldwork to be done quickly because a small sample size is taken. - Costs kept to a minimum - Administering test is easy	- Not possible to estimate the sampling errors - Interviewers may not be able to judge characteristics easily - Non responses are not recorded - Can introduce interview bias