

# Sampling

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# Learning Objectives

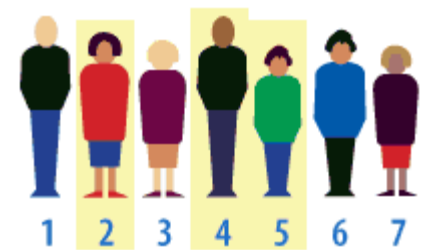
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- Know and understand the purpose of sampling and analyse the costs and benefits
- Know the different methods of sampling and discuss the advantages and disadvantages of each method
- Give examples of appropriate sampling methods for given situations

# Sampling

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**Sampling** is the method of choosing a smaller, representative group of respondents with which to conduct research instead of the whole population.



Assign Numbers,  
Auto-Generate Random  
Selections

# Why Do Firms Sample?

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- **Cost** – Market Research can be expensive
- **Time** – Businesses often need information gathered from market research quickly



# Population

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A population may not be everyone in a particular country or even everyone on the planet.

**Population** – the total number of people who could be included in a particular survey e.g. sample of workforce the population is people who are in employment





# Sampling Methods

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- **Random Sampling** – where everyone in the population has an equal chance of being included in the survey
- **What is your favourite flavour of ice?**
- **Do you like marshmallows on your ice cream?**
- **What is your favourite brand of ice cream**

## Continued...

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- Have you ever been ambling along your local High Street, noticed a Market Researcher with a clipboard and thought "I don't mind being asked some questions - it might be interesting", only to find that the researcher looks straight through you?

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# Continued...

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- **Stages:**
- Decide on characteristic of which sample is to be representative, e.g. age
- Find out distribution of this variable in population and set quota accordingly. E.g. if 20% of population is between 20 and 30, and sample is to be 1,000 then 200 of sample (20%) will be in this age group





## Continued

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- **Stratified Sampling** – where the population is divided into smaller groups, which are the ones most likely to be interested in the product being researched
- Within the selected group a random or quota sample maybe used to determine the actual respondents

## Continued...

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- **Cluster Sampling** – used when it is difficult to gather information on the entire population and where it is known that the required information could be gathered from one selection or group in the hope that this smaller group is representative of the whole population

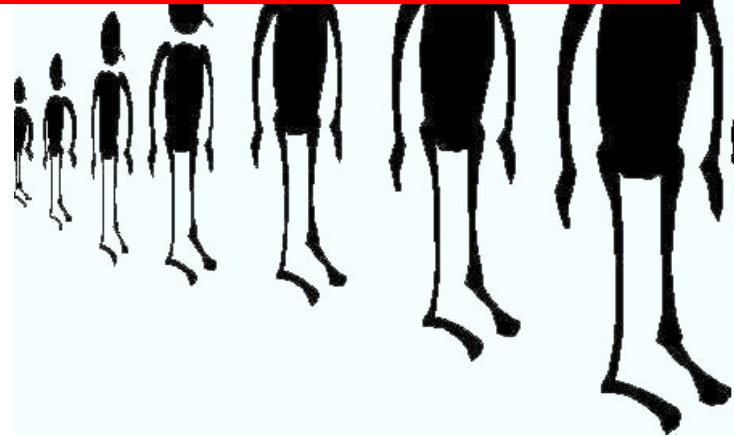
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- **Systematic Sampling** – where a

**EVERYONE  
STAND UP!!!**

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## Continued...

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- If I asked you to name a college here, what would you say? (used to be a common question)

**WHY?**

College who would you ask?



# Which Method Should Be Chosen?

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- Each method has advantages and disadvantages
- Choice depends on:
  - The need for accuracy
  - Time available
  - Research Budget



# Sample Size

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The larger the sample size, the more reliable it is likely to be. However, larger samples incur greater costs:

- Expense
- Time

Sample size should relate closely to the size of the specific population.



# Reliability of sampling

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A 95% confidence level is usually expected when conducting research. This means that findings are likely to be correct 19 times out of 20.



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# Plenary

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## Which Sampling Method?

- Population Size is not significantly large
- All information about population is difficult to gather
- Time and budget is limited
- Target population is young females
- Sales are made to different sub-groups who make up different percentages of population