Chapter 22: Sample Surveys

Learning Objectives

After studying this chapter and doing the exercises, you should be able to:

1. Explain what is meant by the following terms: probabilistic sampling, non-probabilistic sampling, convenience sampling, judgement sampling, simple random sampling, stratified random sampling, and cluster sampling.

2. Outline the advantages and disadvantages of these different methods of sampling.

3. Calculate point estimates of the population mean, the population total and the population proportion for simple random samples, stratified random samples and single-stage cluster samples, and construct interval estimates for these parameters.

4. Make estimates of the sample size needed to achieve a given precision in estimating these population parameters, for simple random sampling and stratified random sampling.