



Getting The Right Information

- When carrying out research it is not possible to ask
 - every existing customer,
 - every prospective customer
- So it is important that the people who are asked are representative of the whole market
- To achieve this **sampling** is used
- There are two broad types of sample:
 - **Probability Samples**
 - **Non-Probability Samples**





Probability Samples

- There are 4 types of probability samples:

Sampling Method	Methodology
Simple Random Sampling	Every member of the population has an equal chance of being chosen
Systematic Random Sampling	This requires that every n th member of the population is surveyed
Stratified Random Sampling	This involves dividing the sample into market segments, based on existing knowledge
Cluster Sampling	Here the whole market is divided into small areas, and sampling is done in those areas perceived to be representative of the whole market

Eg if you know that 25% of your customers are females aged between 45-55, then your sample would reflect this



Non-Probability Samples

- There are 3 types of non-probability samples:

Sampling Method	Methodology
Quota Sampling	A certain number of people with given characteristics will be interviewed
Convenience Sampling	E.g. 100 males (aged 45-65) and 200 females (aged 30-40) This is much quicker than random sampling and is often used - but may not represent the market
Judgement Sampling	