

---

---

# Contents

<b>How to Sample in Surveys: Learning Objectives</b>	<b>vii</b>
<b>1. Target Populations and Samples</b>	<b>1</b>
Checklist for Obtaining a Sample That Represents the Target	4
Probability Sampling	10
<i>Simple Random Sampling</i>	10
<i>Stratified Random Sampling</i>	11
<i>Systematic Sampling</i>	13
<i>Cluster Sampling</i>	14
Nonprobability Sampling	17
<i>Convenience Sampling</i>	18
<i>Snowball Sampling</i>	19
<i>Quota Sampling</i>	19
<i>Focus Groups</i>	20

<b>2. Statistics and Samples</b>	<b>25</b>
Sampling Errors	25
Estimating the Standard Error for Simple Random Samples	29
Sample Size: How Much Is Enough?	34
Checklist of Factors to Consider When Calculating Sample Size	35
Calculating Sample Size	44
Checklist of Questions to Ask When Determining Sample Size	44
Sampling Units and the Unit of Analysis	49
Acceptable Response Rate	53
Guidelines for Promoting Responses and Minimizing Response Bias	56
Calculating the Response Rate	57
<b>Exercises</b>	<b>59</b>
<b>Answers</b>	<b>61</b>
<b>Suggested Readings</b>	<b>63</b>
<b>Glossary</b>	<b>67</b>
<b>About the Author</b>	<b>73</b>