

Part 8

AN INTRODUCTION TO SURVEY SAMPLING

- **Why sample?**
- **Survey sampling:**
 - **Sample survey design;**
 - **Non-sample errors:**
 - **The frame;**
 - **Non-response;**
 - **The measuring instrument;**
 - **Sample survey execution;**
 - **Assessing sample survey reports;**
 - **Criteria for good sample surveys.**
- **Probability selecting:**
 - **Equiprobable selecting:**
 - **Stratifying the population;**
 - **Clustering.**
- **Survey sampling theory:**
 - **Confidence intervals:**
 - **Averages;**
 - **Totals;**
 - **Proportions;**
 - **Frequencies.**

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