

Sampling

Marketing

Who you ask, and why it usually matters more than how many.

Sampling methods.

Method	How	Bias risk
Simple random	Every member equally likely	Low, if the frame is complete
Stratified	Random within defined groups	Low, improves precision
Quota	Fill target counts by group	Moderate — selection within quota
Convenience	Whoever is available	High
Snowball	Referred by participants	High, but reaches hidden groups

The sampling frame is the usual failure point: if it excludes a group, no sample size can repair the exclusion.