

Reliable Market Research Requires Stratified Random Sampling

Stratified Random Sampling vs. Panel Sampling

Stratified Random Sample from the Universe

- ◆ Stratification Variable: variable or variables by which a study population is divided up into strata (or groups) in order to select a stratified sample.
- ◆ Disproportionate Stratified Sample: Stratified sample where the number of Foodservice Operators selected from each strata is not proportional to the number of units in each strata in the population
- ◆ Disproportionate Stratified Sampling implies that raising factors, or “sampling weights” need to be used to obtain national estimates from the sample

Reasons to use a Stratified Sample

- ◆ Potentially reduces sampling error
- ◆ Ensures that particular groups within the population are adequately represented in the sample
- ◆ Highly accurate if conducted properly

Sampling from a Panel

- ◆ A panel permits correlating change in the outcomes with change in other factors
- ◆ A panel approach may reduce the effort of the second and subsequent rounds making it more economical
- ◆ A panel can more accurately measure change within the panel

Cons of using a Panel

- ◆ Panels are harder to manage and entail long-term commitments between data users and producers
- ◆ Panels are subject to attrition (respondent fatigue, migration, disappearance from market, etc.)
- ◆ A panel is more vulnerable to bias from incentives
- ◆ Panels are less expensive but are inherently less accurate in representing the industry.



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