

EXAMPLE: STRATIFIED RANDOM SAMPLE

Population: 70,000,000 U.S. voters in the Presidential election
Sample Size: 2,000
Sample Size as a proportion of the population: $2000/70,000,000 = .0000285$ (sampling rate) = sample as a proportion of the population

Theoretically significant variables and their attributes:

1. Sex: Male, female
2. Age: Young (18-30 yr.); Middle Age (31-60 yr.); Aged (over 60 yr.)
3. Income: Poverty (< \$15,000); Nonpoverty (\$15,000 and over)

STEPS:

1. Name the Strata
2. Count the number in the population found in each strata
3. Calculate the proportion each stratum is of the population

	Sex: Male						Sex: Female						TOTALS
	Age: Young		Age: Middle		Age: Aged		Age: Young		Age: Middle		Age: Aged		
	Income: Poor	Income: Rich	Income: Poor	Income: Rich	Income: Poor	Income: Rich*	Income: Poor*	Income: Rich	Income: Poor	Income: Rich	Income: Poor	Income: Rich	
Number (in millions) in population, by stratum	4.2	5.6	10.5	7	5.6	1.4	2.1	6.3	7	10.5	3.5	6.3	70
Stratum as a percent of population	6	8	15	10	8	2	3	9	10	15	5	9	100
STRATIFIED RANDOM SAMPLE													
Stratum as a percent of Sample Size 2,000	6	8	15	10	8	2	3	9	10	15	5	9	100
Number in each Stratum of Sample:													
<u>Technique I:</u>													
Stratum n * % sample is of population	120	160	299	200	160	40	60	180	200	299	100	180	1995
<u>Technique II:</u>													
n * % Stratum is of population	120	160	300	200	160	40	60	180	200	300	100	180	2000
QUOTA Sample:													
Stratum as percent of Sample Size**	6	8	12	10	8	5	5	9	10	13	5	9	100
Number in each Stratum of Sample***	120	160	240	200	160	100	100	180	200	260	100	180	2000

* These strata are judged more significant than others, thus these quotas are fixed.

** Compare these percentages with those percentages for "Stratified Random Sample"

*** Compare these numbers with those numbers for "Stratified Random Sample"