

Building a Foundation for Community Leadership

**Involving Youth in Community
Development Projects**

Basic Steps in Sampling

- Define your study population
 - “Whom or what are we getting information about.”
 - Consider geographic coverage and time
- Obtain a sampling frame
 - Choose a list that best represents the certain population
 - Be aware of any large discrepancies between the population and the sampling frame.

Basic Steps in Sampling *(cont.)*

- **Select your sample**
 - **Choose sample method:**
probability or nonprobability.
 - **Choose a type of probability/nonprobability sample**

Types of Samples

- **Nonprobability**
 - Snowball
 - Purposive
- **Probability**
 - Simple Random
 - Systematic

Sampling Pool Lists

- **Voter registration lists**
- **Telephone directories**
- **Driver's license list**
- **Utility company's customer list**
- **Telephone company's records**

Random Digit Dialing

- Determine size of study population
- Calculate size of sampling pool
- Identify telephone prefix/es
- List residential banks
- Generate sampling pool using the plus-one or hand-generated method

Determining Sample Size

- What size final sample is desired?
- What is the likely “hit rate” for working numbers?
- What proportion of working numbers will be screened out?
- What percentage of “eligibles” will be lost due to refusals?

TABLE 1. Sample size recommendations for a five percent precision level.

<u>Size of Population</u>	<u>Desired Sample Size</u>	<u>Frame Size</u>
500	222	914
600	240	987
700	255	1050
800	267	1100
900	277	1140
1,000	286	1177
2,000	333	1370
3,000	353	1452
4,000	364	1498
5,000	370	1522
6,000	375	1543
7,000	378	1555
8,000	381	1568
9,000	383	1576
10,000	385	1584
15,000	390	1605
20,000	392	1613
25,000	394	1621
50,000+	397	1638

Steps for “Plus-One”

- Determine the number of residents
- Calculate number of seeds
- Random start
- Add “1” to seeds

Systematic Directory Sampling Procedures

- Obtain a copy of telephone directory
- Black out non-residential numbers
(including children's and teen's numbers)
- Count the number of residential listings
- Identify population size
- Determine desired sample size and
sampling pool size
- Select a random starting point and generate
sample

TABLE 2. Sample size recommendations for a five percent precision level.

<u>Population Size</u>	<u>Minimum Desired Sample Size</u>	<u>Pool Size</u>
500	222	421
600	240	456
700	255	484
800	267	507
900	277	526
1,000	286	543
2,000	333	632
3,000	353	670
4,000	364	691
5,000	370	703
6,000	375	712
7,000	378	718
8,000	381	724
9,000	383	727
10,000	385	731
15,000	390	740
20,000	392	745
25,000	394	748
50,000+	397	754

