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Market and social research - Guidelines for sampling design

市场和社会调查 抽样设计指南

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

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Guidelines for Sampling Design in Market and Social Surveys

1 Scope

This document provides information on the sampling design process related to market and social surveys, including the selection of sampling objects, design of sampling schemes, sampling Sample design implementation process, etc.

This document is applicable to sampling design activities related to market and social surveys.

2 Normative references

This document has no normative references.

3 Terms and definitions

The following terms and definitions apply to this document.

3.1 Sampling

The act of drawing or composing a sample.

[Source. GB/T 26315-2010, 5.2.4, modified]

3.2 Sampling unit sampleunit

Each part after dividing the whole.

Note 1 to entry. A unit consists of one or more individuals.

Note 2. The sampling unit consists of discrete individuals or a certain amount of bulk

material.

[Source. GB/T 26315-2010, 5.2.3, modified]

3.3 Sampling design

A complete description of the sampling structure and subsequent analyses.

3.4 Sampling plan

A set of plans developed for implementing sampling.

Note. Includes sampling quantity, sample judgment criteria and a series of specific operating specifications and requirements.

3.5 Sampling total

The entire population of the subjects to be investigated.

3.6 Sampling box

A detailed list of all sampling units used for sampling.

[Source. GB/T 26315-2010, 5.2.5, modified]