1.3) Non-random sampling

Worked example	Your turn
Explain how you would use opportunity sampling to survey 30 library users.	Explain how you would use opportunity sampling to survey 50 supermarket shoppers. Stand outside a supermarket at a specific date and time and survey the first 50 people you see carrying shopping bags. If the person rejects the survey, repeat until you have surveyed 50 different shoppers.

Worked example	Your turn
A lake contains 3 species of fish. There are estimated to be 700 bream, 1200 carp and 600 roach in the lake. A survey of the health of the fish in the lake is carried out and a sample of 40 fish chosen. Explain how you would use an appropriate sampling method.	A lake contains 3 species of fish. There are estimated to be 1400 trout, 600 bass and 450 pike in the lake. A survey of the health of the fish in the lake is carried out and a sample of 30 fish chosen. Explain how you would use an appropriate sampling method. Quota sampling – because a sampling frame is not needed, and it is quick, easy and inexpensive. Total $= 1400 + 600 + 450 = 2450$ Trout: $\frac{1400}{2450} \times 30 = 17.14$ Bass: $\frac{600}{2450} \times 30 = 7.35$ Pike: $\frac{450}{2450} \times 30 = 5.51$ Catch fish until the quota of 17 trout, 7 bass and 6 pike are reached. If a fish is caught and the species quota is full, it is ignored.