1.5) The large data set

Worked example	Your turn
Suggest a suitable sampling method: • You, as the manager, wish to determine employee opinions on working in the supermarket. You want your sample to be representative of different age groups of employees. • You wish to test the quality of oranges in your supermarket that arrive weekly. • You wish to survey consumer opinion on a your newly-opened supermarket	Suggest a suitable sampling method: • You wish to test lightbulbs produced by a factory in a daily batch Systematic sampling – the method of choosing items is simpler than simple random sampling (which would be time-consuming to find specific light bulbs). Sampling frame known. • You wish to survey consumer opinion on a new product your company have released Quota sampling or opportunity sampling. We do not have access to the sampling frame e.g. list of all residents in the country • You wish to determine students' favourite TV programmes in your school. That is fairly representative of each year group Stratified sampling. We have access to the sampling frame (list of all students). Each year group can be proportionately represented by each stratum in the sample.

Worked example	Your turn
a) Describe the type of data represented by daily mean total cloud.	a) Describe the type of data represented by daily total rainfall.
	a) Continuous quantitative data
Alison is investigating daily total sunshine. She wants to select a sample of size 10 from the first 20 days in Camborne in May 1987. She uses the first two digits of the date as a sampling frame and generates ten random numbers between 1 and 20.	Alison is investigating daily maximum gust. She wants to select a sample of size 5 from the first 20 days in Hurn in June 1987. She uses the first two digits of the date as a sampling frame and generates five random numbers between 1 and 20.
b) State the type of sample selected by Alison.	b) State the type of sample selected by Alison.
	b) Simple random sample
c) Explain why Alison's process might not generate a sample of size 5.	c) Explain why Alison's process might not generate a sample of size 5.
	c) Some of the data values are not available (n/a)