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in statistics survey sampling describes the process of selecting a sample of elements from a target population to conduct a survey the term survey may refer to many different types or techniques of observation in survey sampling it most often involves a questionnaire used to measure the characteristics and or attitudes of people

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sampling involves the selection of a portion of the finite population being studied nonprobability sampling does not attempt to select a random sample from the population of interest rather subjective methods are used to decide which elements are included in the sample

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survey sampling is a statistical process that involves selecting and surveying individuals from a particular population the population you choose to survey could be based on a range of attributes

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