



Elementary Survey Sampling (with CD-ROM)

Richard L. Scheaffer, III William Mendenhall, R. Lyman Ott

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This introductory text on the design and analysis of sample surveys emphasizes the practical aspects of survey problems. It begins with brief chapters on the role of sample surveys in the modern world. Thereafter, each chapter introduces a sample survey design or estimation procedure by describing the pertinent practical problem. The authors describe the methodology proposed for solving the problem and provide the details of the estimation procedure, including a compact presentation of the formulas needed to complete the analysis. Then, a practical example is worked out in complete detail. At the end of each chapter, a wealth of exercises gives students ample opportunity to practice the techniques and stretch their grasp of ideas.

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