

Sample vs Complete enumeration

The sampling technique has the following merits over the complete enumeration (census):

1.Less time consuming: Since the sample is a study of a part of the population, considerable time and labour are saved. Therefore, a sample provides more timely data in practice than a census.

2.Less cost: In sampling, the total expense of collecting data in terms of money and man-hour is less than that required for census. Even if the cost for unit of sample maybe larger in a sample survey, the total cost is smaller in sample survey.

3.More reliable results: Although the sampling technique involves certain inaccuracies due to sampling errors, the result obtained is generally more reliable as:

Firstly, it is always possible to determine the extent of sampling errors.

Secondly, other types of errors to which a survey is subject to such as inaccuracy of information, incompleteness of returns etc. are likely to be more serious in a complete census than in a sample survey.

Thirdly, it is possible to avail of the services of experts and to impart thorough training to the investigators in a sample survey which further reduces the possibility of errors.

4.Greater scope: In certain types of inquiry highly trained personnel or specialized equipment must be used to obtain the data. In such cases complete census is impracticable and sampling is the only way out.

5. There are some cases in which the census method is inapplicable and sampling is the only course available. For example, if the breaking strength of chalks of a factory has to be tested, resort must be taken to sampling method.

6. Even a complete census can only be tested for accuracy by some types of sampling check.

Limitation of sample survey:

The sampling method is not free from limitation:

1. A sample survey must be carefully planned and executed otherwise the result obtained may be inaccurate and misleading.

2. Sampling generally requires the services of experts. In the absence of qualified and experienced persons, the information obtained from sample surveys cannot be relied on.

3. At times the sampling plan may be so complicated that it requires more time, labour and money than a complete count.

4. If the information is required for each and every unit in the domain of study a complete enumeration survey is necessary.