

BUHI: SAMPLING PLAN

Option 1: Systematic Sampling

Reynolds Research has purchased a sample list from a list broker. The list contains 50,000 records of potential respondents. Each record includes an email address. Those on the list are consumers interested in fashion, travel, and accessory apparel. Potential respondents will be screened for their likelihood to purchase luggage within the next year. Only 10,000 are needed to achieve the desired sample size. To select the 10,000 that will be invited to participate, the records are sorted by last name. To assure records from the entire list have an equal chance of being selected, every fifth record will be uploaded into the survey software mailer.

Option 2: Simple Random Sampling:

Reynolds Research has purchased a sample list from a list broker. The list contains 50,000 records of potential respondents. Each record includes an email address. Those on the list are consumers interested in fashion, travel, and accessory apparel. Potential respondents will be screened for their likelihood to purchase luggage within the next year. Only 10,000 are needed to achieve the desired sample size. To select the 10,000 that will be invited to participate and assure each record has an equal chance of being selected, a random number generator function in Excel is used. The function is set to randomly assign each record with 1, 2, 3, 4, or 5. Each record that is randomly assigned a "1" is to be imported into the survey software mailer.

Option 3: Stratified Sampling

Research on the target market has uncovered that females make 75% of luggage decisions. Of females, about half (48%) spend more than \$5,000 on leisure travel while the other half (52%) spend less than that annually. Men account for 25% of the market making purchase decisions. Of men, more than half (58%) spend more than \$5,000 annually on leisure travel while 42% spend less than \$5,000 annually on leisure travel. Luggage sales by region are relatively equal with slightly higher sales in the Pacific West and lower sales in the Northeast.

Knowing this information, the sample is collected proportionally according to these target market statistics. That way, one can be confident that the survey results will mirror the target population dynamics.

	Male (25%)		Female (75%)		
Market Area	spend < \$5k on leisure travel (42%)	spend > \$5k on leisure travel (58%)	spend < \$5k on leisure travel (52%)	spend > \$5k on leisure travel (48%)	Total
Midwest (20%)	35	49	131	121	336
Northeast (15%)	26	37	98	91	252
Pacific West (25%)	44	61	164	151	420
Plains (18%)	32	44	118	109	302
Southeast (22%)	39	54	144	133	370
Total	176	244	655	605	1680