



# Introduction to Survey Sampling (Quantitative Applications in the Social Sciences)

*Graham Kalton*

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**Introduction to Survey Sampling (Quantitative Applications in the Social Sciences)** Graham Kalton  
Reviews sampling methods used in surveys: simple random sampling, systematic sampling, stratification, cluster and multi-stage sampling, sampling with probability proportional to size, two-phase sampling, replicated sampling, panel designs, and non-probability sampling. Kalton discusses issues of practical implementation, including frame problems and non-response, and gives examples of sample designs for a national face-to-face interview survey and for a telephone survey. He also treats the use of weights in survey analysis, the computation of sampling errors with complex sampling designs, and the determination of sample size.

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