

Summary

- Under census or complete enumeration survey method, data are collected for each and every unit (like: person, household, field, shop etc.) of the population or Universe
- Even though the Census Survey is more reliable and leads to intensive study, census method is not very commonly used in practice which is probably because of the demerits
- Sample Survey is simply the process of learning about the population on the basis of a sample. A sample is a part of the population which is selected for the purpose of investigation
- Sample Survey is cheaper than a Census Survey: The total financial burden of a Sample Survey is less than that of a complete enumeration survey
- Sample Survey requires less time and labour: Hence, Sample Survey provides timely data
- Well executed Sample Surveys provide accurate results than Census Surveys
- Sample Survey is more scientific in nature
- There is a greater scope in a Sample Survey than a Census Survey. Since sampling techniques saves time and money it is possible to collect more detailed information in a Sample Survey
- In a Sample Survey (generally) sampling errors can be reduced by adopting proper techniques
- A Sample Survey generally gives the data of better quality than a Census Survey. Sample Survey can be classified broadly into two types descriptive and analytical
- In descriptive survey the objective is simply to obtain certain information about the large groups
- In an analytical survey the comparisons are made between two different subgroups of the population. In order to discover whether the difference exist among them and to form or to verify hypothesis about the reasons for these differences
- Prof R. A. Fisher (1950) sums the advantages of sampling techniques over complete census in the following four words: Adaptability, Speed, Economy and Scientific Approach