

Marks=5

## What are two broad categories of errors in data collected by sample survey?

The difference between the two is referred to as the error of the survey estimate. The total error of the survey estimate results from the two types of error:

- **sampling error**,  
which arises when only a part of the population is used to represent the whole population;
- **Non-sampling error**  
This can occur at any stage of a sample survey and can also occur with censuses sampling error can be measured mathematically whereas measuring non-sampling error can be difficult.

## Describes some of the methods for reducing these errors

### Reducing sampling errors by...

- Increase the sample size.
- Divide the population into groups.
- Know your population

### Reducing non sampling errors by...

- Randomize selection to eliminate bias
- Train your team. ...
- Perform an external record check.

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