

What is Cluster Sampling?

Contributed by DJS Research Ltd
Monday, 18 April 2011
Last Updated Tuesday, 17 July 2012

Cluster Sampling, as explained by DJS Research Ltd

Cluster sampling is a sampling technique used in market and marketing research where "natural" groupings are evident in a statistical population. Using this technique, the overall population is divided into these clusters (groups) and a sample of the groups is selected.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

Follow DJS Research Ltd: [On Twitter](#) :: [On Facebook](#) :: [On Linkedin](#) :: [On You Tube](#)