

CHAPTER 4

SAMPLE DESIGN AND SELECTION

Load research programs must obtain reliable data to determine the energy use and demand characteristics of specific groups of customers, called target populations. Data for an entire population are often too expensive to obtain and cannot be interpreted in a timely fashion. However, data can be collected and interpreted for a sample representative of the targeted population with reasonable expense and timeliness. This chapter discusses the steps involved in designing and selecting load research samples. Figure 4.1 illustrates the step sequence.

Figure 4.1 — Steps in Sample Design 

