

Kathy B. Hall
Hewlett Packard

Sample Size Determination:
What the books Don't Tell You

Statisticians are often asked, "How big a sample size do I need?" Although this is often posed and solved as a classical statistics problem, the "right" answer for your company depends on many factors that do not appear in the textbook equations. These other factors are identified and recommendations for the best ways to include them in the determination of good sampling plans are given.