

Summary of Sampling Types

Random Sampling	
Simple random sampling	From a list of the entire population, individuals are randomly selected for the sample. Every individual has an equal chance of being selected.
Stratified random sampling	Groups are created from the entire population, based on known characteristics (for example, gender or race/ethnicity). Individuals are randomly selected from a list of all possible participants in each group, with every individual having an equal chance of being selected from that group.
Clustered random sampling	All individuals in the entire population are placed into specific groups. Groups are randomly selected for the sample. Only individuals in a selected group can be in the sample.
Nonrandom Sampling	
Consecutive sampling	All individuals who meet some criterion for eligibility (for example, teachers within a school district) are recruited until the desired sample size is reached.
Convenience sampling	Individuals are selected based on their availability.
Snowball sampling	Individuals are recruited through referrals.
Purposive sampling	Individuals are selected for certain characteristics in order to meet the objectives of the evaluation.

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