Summary of Sampling Types

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| 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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