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. |

*This handout was prepared under Contract ED-IES-17-C-0005 by Regional Educational Laboratory Central, administered by Marzano Research. The content does not necessarily reflect the views or policies of IES or the U.S. Department of Education, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.*