

# Sampling Methods

## Cluster Sampling

A cluster sample uses randomly chosen clusters of the population. It is **not** a random sample but contains an element of randomness  
Method:

- A) Split the population into clusters
- A1) Number each cluster from 1 to n
- A2) Use a RNG to select a small sample of clusters
- A3) Choose the corresponding clusters
- B1) Number all the subjects in cluster 1 from 1 to n
- B2) Use a RNG to select a small sample from that cluster
- B3) Choose the corresponding subjects from that cluster
- C) Repeat for all chosen clusters

## Quota Sampling

A quota sample is an attempt at a stratified sample. The sample size for each strata are not calculated just estimated to try and take into account the proportion of the groups. The samples which are taken from each sample are chosen for convenience and there is no attempt at random sampling

## Judgemental Sampling

A judgemental sample is obtained when members of the population are selected according to criteria based on the judgement of the sampler.

## Snowball Sampling

A snowball sample is obtained when members of the sample recommend, or refer, new sample members into the sample. It is used when it is difficult to locate members of the population of interest.