Category		Sampling Strategy	Advantages	Disadvantages
Probability		Random	• Can generalize to the population • Representative of the population • The degree that the sample is similar or different from the population is known by calculating sample error	• More expensive and time intensive than a nonprobability sample • May not be practical if sample frame is large
		Systematic	• Can generalize to the population • Representative of the population • Easy to select and evenly spread over population • The degree that the sample is similar or different from the population is known	• Expensive and time consuming if the population of interest is large • Is only as random as the mix of the population sampled
		Stratified	• Can generalize to the population • Can improve the representativeness of the sample • The degree that the sample is similar or different from the population is known • Can analyse data according to strata • Different sampling approaches can be applied to each stratum	• If there are a lot of strata, there may be relationships between the strata–if these are not considered in the design, it may bias the results
		Cluster	• Can generalize to a large population • Representative of population • Fewer costs than a simple random sample	• Complex design • Requires geographic division of sample frame into small clusters (Enumeration Areas) • Sample size can be larger than a simple random sample for the same precision • Greater sampling error than a simple random sample; to reduce the sampling error, a large number of clusters must be sampled
		Multi-stage	• Can generalize to the population • Representative of population • Fewer costs than a simple random sample (less travel) • Sample size is larger than simple random sample for the same cost	• Complex design • Requires geographic division of sample frame into small clusters
Non-probability		Convenience	• Convenient	• Cannot generalize to the population • Is only representative of the units (subjects) selected • The degree that the sample is similar or different from the population is unknown–Low external validity • Sample bias is introduced • Need to describe limitations of the sample
	Purposive (Judgement based)	Snow ball	• Can investigate hard to reach groups	• Cannot generalize to the population • Is only representative of the units (subjects) selected • The degree that the sample is similar or different from the population is unknown–Low external validity
		Quota	• Can divide the population into groups and select a certain number from each group	• Cannot generalize to the population • Is only representative of the units (subjects) selected • The degree that the sample is similar or different from the population is unknown–Low external validity

Source: Adapted from http://www.washmel.org/module-4-relaunch/