

Characteristics of Sampling Methods

	Simple Random Sampling	Systematic Sampling	Stratified Sampling	Cluster Sampling	Quota Sampling	Convenience Sampling
Needs full list of whole population						
Each member of population has equal chance of being selected						
Uses random numbers						
Can be quick to design						
Can be quick to do						
Likely to be unbiased and representative						
Needs large sample size to be reliable						
Conditions required						

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Uses random numbers	Yes	Yes	Yes	Yes		
Can be quick to design	Yes	Yes			Yes	Yes
Can be quick to do				Yes		Yes
Likely to be unbiased and representative	Yes	Yes	Yes			
Needs large sample size to be reliable	Yes	Yes			Yes	
Conditions required			There are clearly defined strata that each have a common trait.	Each cluster is a 'miniature version' of the population	Proportions of a population who have same trait are accurately known	