

# Non-Random Sampling

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Random sampling can be problematic because often, the sampling frame is not known, so if a random sample was taken from the population, the results could be skewed.

There are two types of Non-Random Sampling

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## Quota Sampling

What is it?

The population is divided into groups according to a characteristic. A quota of items/people in each group is set to try and reflect the group's proportion in the whole population. The interviewer must select the actual sampling units

### Advantages

- Allows small sample to still be representative of population.
- No sampling frame required.
- Quick, easy and inexpensive.
- Allows for easy comparison between different groups in population.

### Disadvantages

- Non-random sampling can introduce bias.
  - Population must be divided into groups, which can be costly or inaccurate.
  - Increasing scope of study increases the number of groups, which adds time / expense.
  - Non-responses are not recorded.
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## Opportunity / Convenience Sampling

What is it?

Sample taken from people who are available at the time of the study, who meet a give criteria.

### Advantages

- Easy to carry out
- Inexpensive

### Disadvantages

- Unlikely to provide a representative sample
- Highly dependent on the individuals researcher