Random Sampling:
Each member of the population has an equal chance of being selected. Computers are often used to generate random telephone numbers.

Simple Random Sampling:
A sample of n subjects is selected in such a way that every possible sample of the same size n has the same chance of being chosen.

Systematic Sampling:
Select some starting point, then select every kth (such as every 50th) element in the population.

Convenience Sampling:
Use results that are easy to get.

Stratified Sampling:
Subdivide the population into at least two different subgroups (or strata) so that subjects within the same subgroup share the same characteristics (such as gender or age bracket), then draw a sample from each subgroup.

Cluster Sampling:
Divide the population into sections (or clusters), then randomly select some of those clusters, and then choose all members from those selected clusters.

Figure 1-3   Common Sampling Methods