**Non-probability sampling**

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers. It is carried out by observation, and researchers use it widely for [qualitative research.](https://www.questionpro.com/blog/qualitative-market-research/) It is a method in which not all population members have an equal chance of participating in the study, unlike [probability sampling](https://www.questionpro.com/blog/probability-sampling/). Each member of the population has a known chance of being selected. Non-probability sampling is most useful for exploratory studies. Researchers use this method in studies where it is impossible to draw random probability sampling due to time or cost considerations.

**Types of non-probability sampling:**

#### 1-Convenience sampling:

[It](https://www.questionpro.com/blog/convenience-sampling/) is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researcher. Researchers choose these samples just because they are easy to recruit, and the researcher did not consider selecting a sample that represents the entire population.  
Ideally, in research, it is good to test a sample that represents the population. But, in some research, the population is too large to examine and consider the entire population. It is one of the reasons why researchers rely on convenience sampling, which is the most common non-probability sampling method, because of its speed, cost-effectiveness, and ease of availability of the sample.

#### 2-Consecutive sampling:

It is very similar to [convenience sampling](https://www.questionpro.com/blog/convenience-sampling/), with a slight variation. Here, the researcher picks a single person or a group of a sample, conducts research over a period, analyzes the results, and then moves on to another subject or group if needed. Consecutive sampling technique gives the researcher a chance to work with many topics and fine-tune his/her research by collecting results that have vital insights.

#### 3-Quota sampling:

Hypothetically consider, a researcher wants to study the career goals of male and female employees in an organization. There are 500 employees in the organization, also known as the population. To understand better about a population, the researcher will need only a [sample](https://www.questionpro.com/blog/sample/), not the entire population. Further, the researcher is interested in particular strata within the population. Here is where [quota sampling](https://www.questionpro.com/blog/quota-sampling/) helps in dividing the population into strata or groups.

#### 4-Judgmental or Purposive sampling:

In the [judgmental sampling](https://www.questionpro.com/blog/judgmental-sampling/) method, researchers select the samples based purely on the researcher’s knowledge and credibility. In other words, researchers choose only those people who they deem fit to participate in the research study. Judgmental or [purposive sampling](https://www.questionpro.com/blog/purposive-sampling/) is not a scientific method of sampling, and the downside to this sampling technique is that the preconceived notions of a researcher can influence the results. Thus, this research technique involves a high amount of ambiguity.

#### 5-Snowball sampling:

[It](https://www.questionpro.com/blog/snowball-sampling/) helps researchers find a sample when they are difficult to locate. Researchers use this technique when the sample size is small and not easily available. This sampling system works like the referral program. Once the researchers find suitable subjects, he asks them for assistance to seek similar subjects to form a considerably good size sample.