Sampling Methods Worksheet

**Objective: to distinguish between the various sampling methods.**

Match the sampling method in the right-hand column with the description in the left-hand column.

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| **Description** | **Sampling method** |
| 1. This method is similar to random sampling. This method is the process of selecting a predetermined random member from a sampling list, e.g. every 4th person entering the supermarket. | a. Simple Random Sampling |
| 2. In this method each item of the data (population) has the same probability of being selected in the sample. The selection is usually made with the help of random numbers. | b. **Stratified Sampling** |
| 3. This sampling method often determines the groups to survey by geography. | c. Systematic Sampling |
| 4. With this sampling method, groups and subgroups are listed within the greater population by factors they have in common and then the percentage of each group’s representation is determined and a proper number from each group is selected in order to represent the population as a whole. | **d. Cluster sampling** |
| 5. A type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand, i.e. a population is selected because it is readily available and convenient. | **e. Quota sampling** |
| 6. The population is first segmented into mutually exclusive groups and then judgment is used to select the subjects or units from each segment based on a specified proportion. | **f. Convenience sampling** |