

<b>Sampling Method</b>	<b>Description</b>	<b>Strengths</b>	<b>Weaknesses</b>
Probability Sampling	Random selection of individuals that provides an equal chance of being selected.	<ul style="list-style-type: none"> <li>• Representative sample of population</li> <li>• Generalizable to population</li> </ul>	<ul style="list-style-type: none"> <li>• Time consuming</li> <li>• Expensive</li> </ul>
<b>Technique</b>	<b>Description</b>	<b>Example</b>	<b>Why Choose?</b>
<i>Simple random</i>	Ensures that each participant has an equal likelihood or probability of assignment to experimental (intervention) or control/ comparison groups	Use a basic lottery process an online random number generator to assign participants to intervention or control group.	When an unbiased sample that is representative of the population is needed.
<i>Systematic random</i>	A consistent rule is used to assign participants to experimental (intervention) or control/ comparison groups	Every other participant who completes a baseline survey is assigned to intervention vs. group.	When a fairly representative sample is available.
<i>Stratified random</i>	Ensures that different subgroups of participants have an equal likelihood or probability of assignment to experimental (intervention) or control/ comparison groups	Divide population into meaningful groups based on certain criteria (e.g., age, zip code) and then select a random sample from each group.	When a larger unbiased sample that is representative of the population is needed.
<i>Random cluster</i>	Sample is made up of different groups within a population. This differs from stratified because you use the entire group, not just select individuals within the group. Clusters must be mutually exclusive.	Advocacy groups are divided into clusters based on non-overlapping primary advocacy topic each supports. All members of each group are included in data collection.	When you don't have access to the entire population, sample clusters are geographically convenient, or clusters are natural divisions.
<i>Multi-stage</i>	Sample is determined in two or more steps: randomly choosing clusters and then randomly choosing participants from each cluster.	Divide communities into high, med, and low SES and then randomly choosing communities within each cluster.	When you need to include a higher number of clusters.
<b>Sampling Method</b>	<b>Description</b>	<b>Strengths</b>	<b>Weaknesses</b>
Non-probability Sampling	Some participants may have a greater chance of being selected	<ul style="list-style-type: none"> <li>• Less resource intensive</li> <li>• Less rigid</li> <li>• Variety of sampling techniques</li> </ul>	<ul style="list-style-type: none"> <li>• High probability of bias in sample</li> <li>• Lower generalizability</li> </ul>
<b>Technique</b>	<b>Description</b>	<b>Example</b>	<b>Why Choose?</b>
<i>Quota</i>	Participants are selected based on specific criteria	Participants from each community were recruited to match population characteristics (e.g., age, sex, race, SES)	When probability sampling is not possible and consideration for population proportions is needed.

		of communities in which the countermeasures were implemented.	
<i>Purposive</i>	<p>Sample cases are chosen deliberately to represent characteristics known or suspected to be of key relevance to the evaluation questions.</p> <ul style="list-style-type: none"> <li>● Extreme case – sample unusual cases</li> <li>● Heterogeneous – sample a wide variety of cases</li> <li>● Homogeneous – sample similar cases</li> <li>● Critical case – sample important cases</li> <li>● Typical case – sample average cases</li> <li>● Theoretical – sample based on theory that is developed during sampling</li> </ul>	<p>To determine the travel patterns of pedestrians and bicyclists between the ages of 6 -18 years in three communities. Rather than applying random sampling and choosing cases that may not be available, you can use purposive sampling to ask community partners in each of the communities for a list of parent/ child pairs that are interested in participating. Depending on evaluation goals, a specific type of purposive sampling should be applied.</p>	<ul style="list-style-type: none"> <li>● One of the most cost-effective and time-effective sampling methods</li> <li>● May be the only appropriate method available if there is a limited number of primary data sources</li> </ul>
<i>Volunteer</i>	Participants self-select	<ul style="list-style-type: none"> <li>● Snowball - Participants are asked to refer others they know to also take part in the evaluation.</li> <li>● Self-selection – Participants see social media request to take part in survey.</li> </ul>	When there is a need for a quick and inexpensive sample
<i>Haphazard (Convenience)</i>	Opportunistic participant recruitment based on populations readily available or easy to recruit through word-of-mouth (e.g., such as snowball sampling)	The first 20 adults seen walking through the park are invited to complete a pedestrian safety survey.	When target population is generalizable and other sampling techniques are too resource-intensive, not cost-efficient, or not necessary to answer evaluation questions.