

Note: Stratified versus Cluster sampling

- In **stratified** sampling, we divide the population into groups and obtain a simple random sample from each group.
- In **cluster** sampling, we divide the population into groups and obtain a simple random sample of the groups and survey all individuals in these groups.

✚ **Convenient Sample:** is one in which the individuals in the sample are easily obtained.

Any studies that use this type of sampling generally yield unrealistic results.

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