1C Non-Random Sampling (Quota & Opportunity)

Quota Sampling

Opportunity Sampling

	Advantages	Disadvantages
Quota Sampling	→ Allows a small sample to represent the population → No sampling frame required → Quick and inexpensive → Allows comparison between groups	→ Potential for bias to be introduced → Can take time to divide the population into groups after → A more in-depth study would require an increasing number of different groups → Some people might not be willing to take part
Opportunity Sampling	→ Easy to carry out → Inexpensive	→ Unlikely to give a proportional sample → Researcher's ability can affect the outcome → People might not want to be interviewed/asked