Decision Tree for Selecting Sampling Methods

Does your program have 100 or more participants?

- Yes
  - Do you have the capacity and resources to collect and process data from all of your program participants? And, is it ethical to include all participants in your evaluation method?
    - Yes
      - Invite all of your participants to participate in the evaluation method ("census")
    - No
      - Do you have a list with the names (or some other unique identifier) of each individual program participant?
        - No
          - What kind of evaluation method are you using?
            - Survey
            - Focus Group
            - Observation
            - Key-informant Interview
            - Administrative Records
          - Purposive Sampling
        - Yes
          - Convenience Sampling
            - Cluster Sampling (simple or stratified)
            - Random Sampling (simple, systematic, or stratified)
  - No
    - Invite all of your participants to participate in the evaluation method ("census")

These are general guidelines that may not apply to some situations.

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