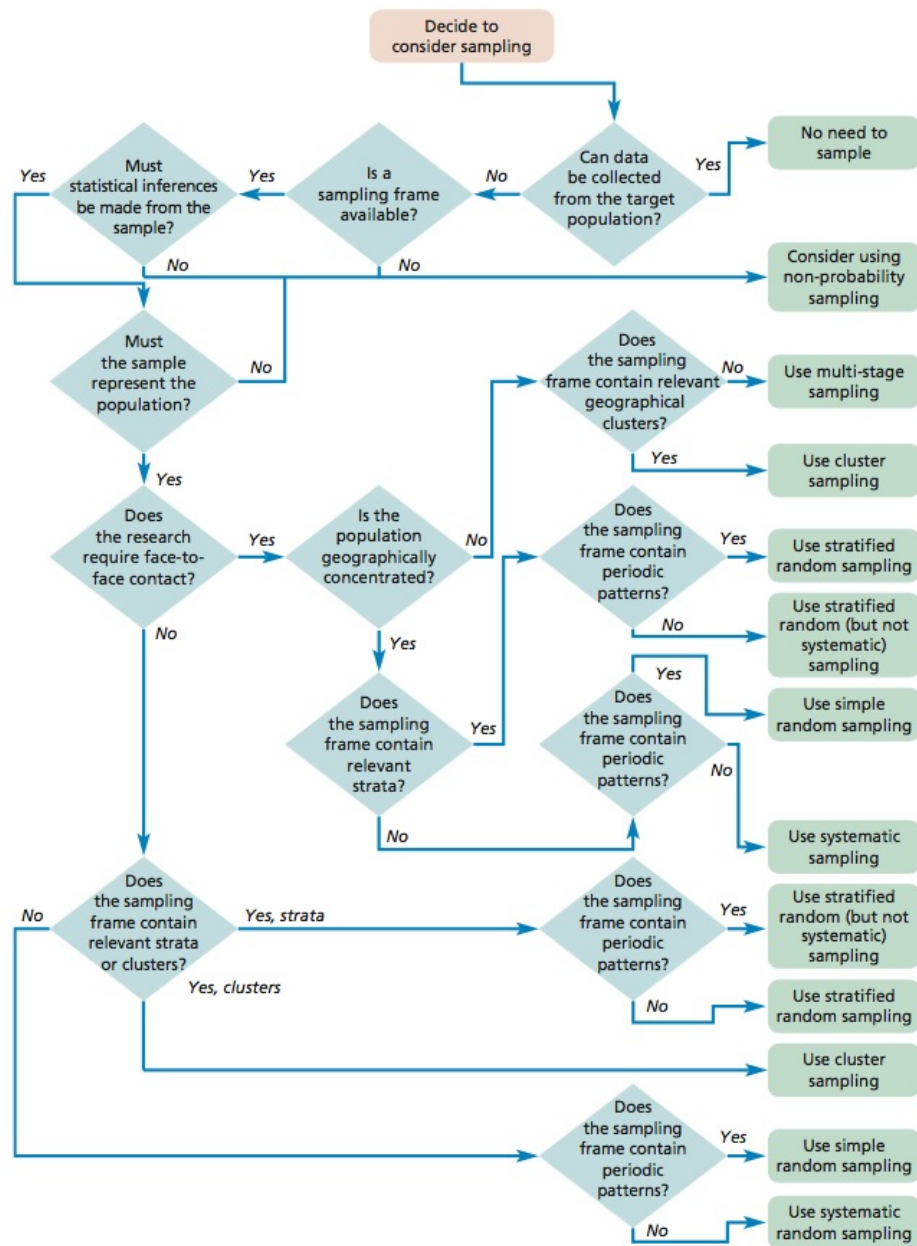


## Probability sampling



**Figure 7.3** Choosing a probability sampling technique

Note: Simple random sampling ideally requires a sample size of over a few hundred