

Population	The entire collection of items we want information about.
Sample	A subset of individuals or items from which we actually collect data
Census	A sample survey that attempts to include the entire population in the sample
Convenience Sample	Choosing individuals from the population who are easy to reach
Voluntary Response Sample	A sample consisting of people who choose themselves by responding to a general invitation
Simple Random Sample	A subset of individuals chosen in such a way that every group of $n$ individuals in the population has an equal chance to be selected as the sample
Random Sampling	Involves using a chance process to determine which members of a population are included in the sample
Stratified Sample	Classifying the population into homogenous subgroups and then choosing a separate SRS in each subgroup for the sample
Cluster Sample	Classifying the population into heterogenous groups and then choosing an SRS of the groups. All individuals in the selected groups are in the sample.