Choosing people within a particular Random market segment, e.g. 20% males under sampling 25 years, 50 % males 25+, 30% females Choosing people Systematic completely at sample random Choosing people at random within a Quota (or particular market segment, e.g. 20% males stratified) sampling under 25 years, 50% males 25+, 30% females Choosing the 10th, Stratified 100th or 1000th random sampling person from a list

Cut up and give to pairs to match up