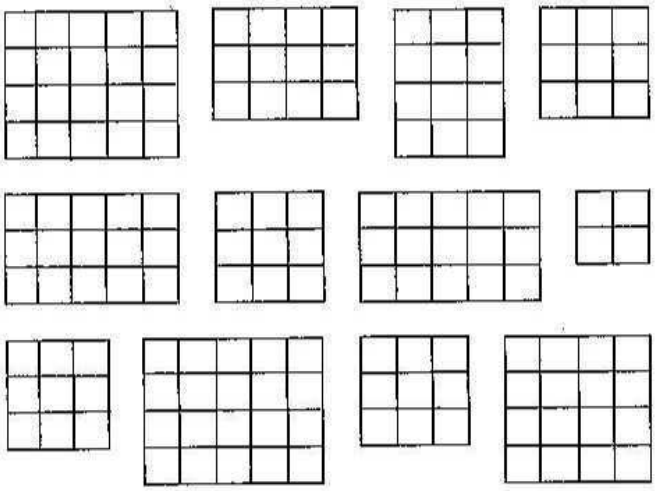
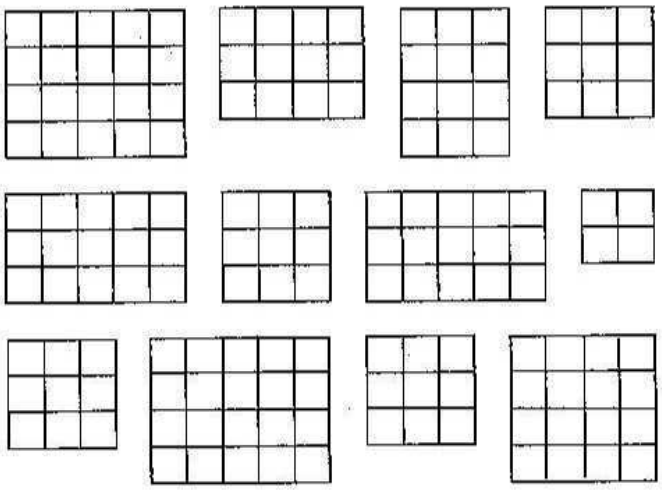
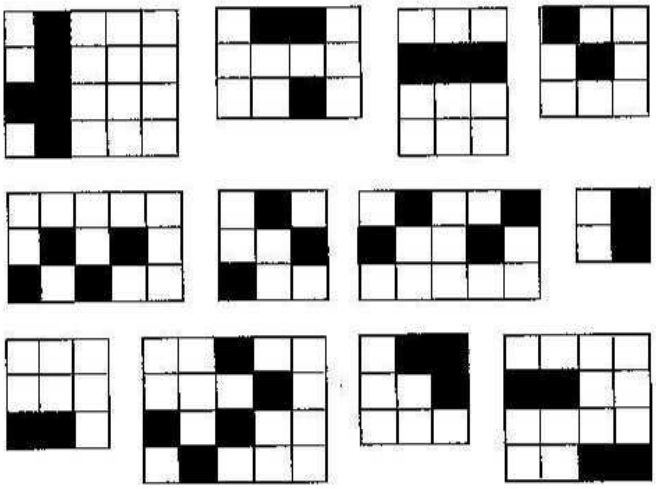
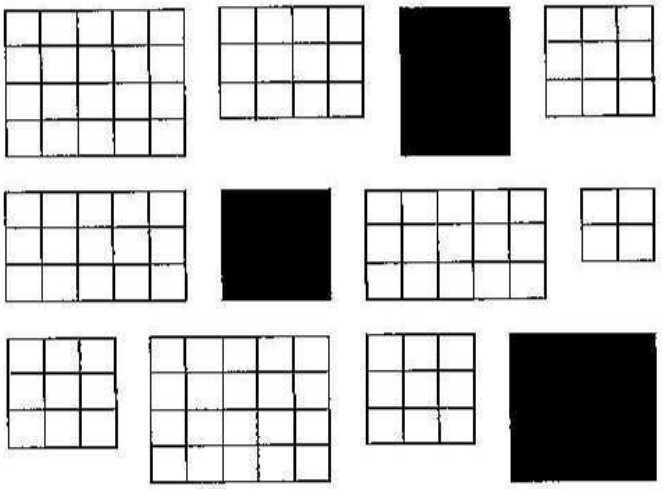
Stratified Sampling	Cluster Sampling
Each element of the population is in exactly one stratum.	Each element of the population is in exactly one cluster.
Population of H strata; stratum h has n_h elements: 	One-stage cluster sampling; population of N clusters: 
Take an SRS from *every* stratum: 	Take an SRS of clusters; observe all elements within the clusters in the sample: 
Variance of the estimate of $\bar{y}_U$ depends on the variability of values *within* strata.	The cluster is the sampling unit; the more clusters we sample, the smaller the variance. The variance of the estimate of $\bar{y}_U$ depends primarily on the variability *between* cluster means.
For greatest precision, individual elements within each stratum should have similar values, but stratum means should differ from each other as much as possible.	For greatest precision, individual elements within each cluster should be heterogeneous, and cluster means should be similar to one another.