

Pondering Panda CEO to expose major flaws in market research

Pondering Panda CEO Diane Gantz will be tackling one of the biggest challenges facing the research industry at this year's Southern African Marketing Research Association's annual conference - unrepresentative samples, which lead to invalid results being delivered to clients.

Her paper, '*Sampling - The Acid Test*', will address the flaws in traditional sampling designs, and demonstrate how coverage bias and non-response can skew the results of surveys, leading to incorrect findings. Gantz will be using case studies to show the significant advantage multiple sampling frames can deliver to clients.

SAMRA's annual conference will take place on the 13 and 14 May, at the Cathedral Peak Hotel in the Drakensberg.

For more, visit: <https://www.bizcommunity.com>