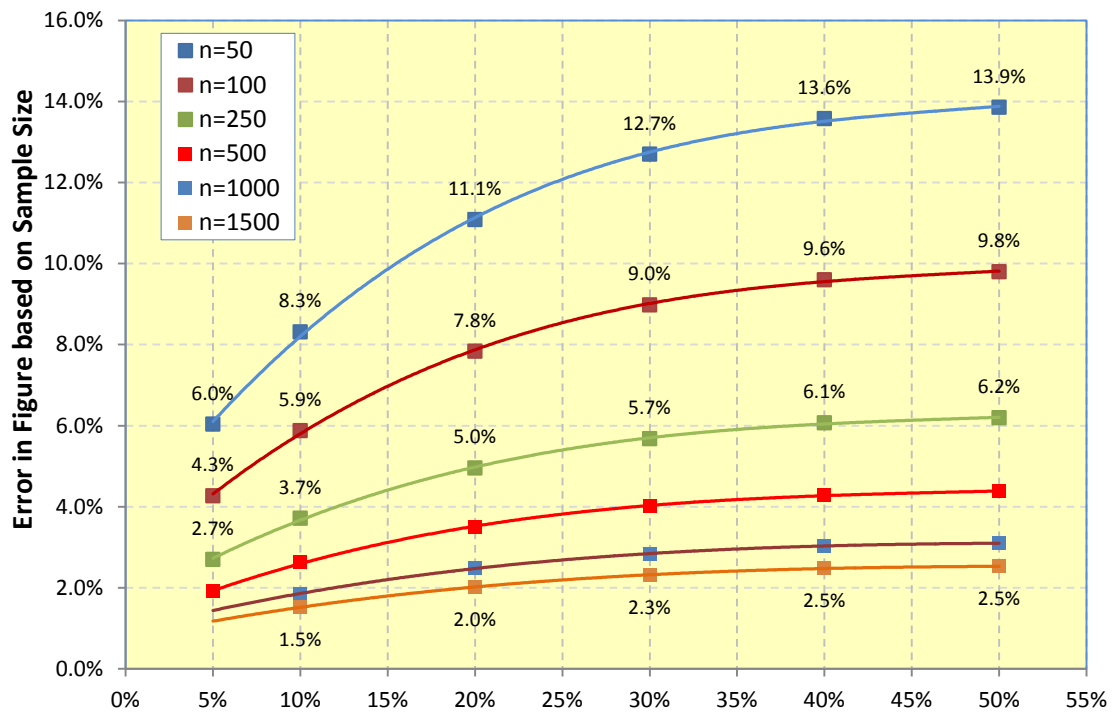


Errors can be large for a measured proportion, for a given sample size (n), and need to be managed in context of a studies' purpose.



Proportion of Respondents Selecting Your Product

Source: Hector Garcia, www.conscientia.com.au