Regular statistical software analyses data as if the data were collected using simple random sampling. Many surveys, however, are conducted using more complicated sampling methods. , a simple random sample are seldom collected. Not only is it often nearly impossible to implement simple random sampling, more complex methods are more efficient both financially and statistically. These methods use some or all of stratified sampling, cluster sampling and unequal sampling rates whereby some parts of a population are sampled more heavily (i.e. with higher probabilities of selection) than others parts. These sampling features have to be allowed for in the analysis. While sometimes it may be possible to get reasonably accurate results using non-survey software, there is no practical way to know beforehand how far wrong the results from non-survey software will be.

iNZight’s survey methods cater for simple random sampling, stratified random sampling (random sampling for each of sampling

