



SAMPLING TOLERANCE FOR SURVEY PERCENTAGES

The following table provides the reader a quick estimate of the significant differences around a reported percent at varying sample sizes. All significant difference percents are calculated at the 95% confidence level.

| Sample Size | REPORTED PERCENTS | | | | |
|-------------|-------------------|------------|------------|------------|-----|
| | 10% or 90% | 20% or 80% | 30% or 70% | 40% or 60% | 50% |
| 100 | 5.9 | 7.8 | 9.0 | 9.6 | 9.8 |
| 200 | 4.2 | 5.5 | 6.4 | 6.8 | 6.9 |
| 300 | 3.4 | 4.5 | 5.2 | 5.5 | 5.7 |
| 400 | 2.9 | 3.9 | 4.5 | 4.8 | 4.9 |
| 500 | 2.6 | 3.5 | 4.0 | 4.3 | 4.4 |
| 600 | 2.4 | 3.2 | 3.7 | 3.9 | 4.0 |
| 700 | 2.2 | 3.0 | 3.4 | 3.6 | 3.7 |
| 800 | 2.1 | 2.8 | 3.2 | 3.4 | 3.5 |
| 900 | 2.0 | 2.6 | 3.0 | 3.2 | 3.3 |
| 1000 | 1.9 | 2.5 | 2.8 | 3.0 | 3.1 |
| 1500 | 1.6 | 2.0 | 2.4 | 2.5 | 2.6 |
| 2000 | 1.3 | 1.8 | 2.1 | 2.2 | 2.2 |
| 5000 | .8 | 1.1 | 1.3 | 1.4 | 1.4 |

HOW TO READ: Assume the reported percent having a sample base of 1000 is 33%. The closest column to this reported percent is the 30% or 70% column. The significant difference on the table shows 2.8%. This means that 95 out of 100 surveys with a sample size of 1000 will yield a percent of 33% plus or minus 2.8% or within the range of 30.2% and 35.8%.

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SAMPLING TOLERANCES WHEN COMPARING TWO SAMPLES

Approximate Sampling Tolerances For Differences Between Two Survey Percentages At Or Near These Levels

| Approximate Magnitude of Results | | | | | |
|--------------------------------------|---|---|---|---|----------------------------------|
| Approximate Size of Samples Compared | Survey Percentage Results at 10% or 90% | Survey Percentage Results at 20% or 80% | Survey Percentage Results At 30% or 70% | Survey Percentage Results At 40% or 60% | Survey Percentage Results at 50% |
| 2000 vs. 2000 | 2 | 2 | 3 | 3 | 3 |
| 1000 | 2 | 3 | 3 | 4 | 4 |
| 500 | 3 | 4 | 4 | 5 | 5 |
| 100 | 6 | 8 | 9 | 10 | 10 |
| 1500 vs. 1500 | 2 | 3 | 3 | 4 | 4 |
| 750 | 3 | 4 | 4 | 4 | 4 |
| 500 | 3 | 4 | 5 | 5 | 5 |
| 100 | 6 | 8 | 9 | 10 | 10 |
| 1000 vs. 1000 | 3 | 4 | 4 | 4 | 4 |
| 750 | 3 | 4 | 4 | 5 | 5 |
| 500 | 3 | 4 | 5 | 5 | 5 |
| 100 | 6 | 8 | 9 | 10 | 10 |
| 750 vs. 750 | 3 | 4 | 5 | 5 | 5 |
| 500 | 3 | 5 | 5 | 6 | 6 |
| 100 | 6 | 8 | 10 | 10 | 10 |
| 500 vs. 500 | 4 | 5 | 6 | 6 | 6 |
| 300 | 4 | 6 | 7 | 7 | 7 |
| 200 | 6 | 7 | 8 | 8 | 8 |
| 100 | 6 | 9 | 10 | 11 | 11 |
| 50 | 9 | 12 | 13 | 14 | 15 |
| 300 vs. 300 | 5 | 6 | 7 | 8 | 8 |
| 200 | 5 | 7 | 8 | 9 | 9 |
| 100 | 7 | 9 | 10 | 11 | 11 |
| 50 | 9 | 12 | 14 | 15 | 15 |
| 200 vs. 200 | 6 | 8 | 9 | 10 | 10 |
| 100 | 7 | 10 | 11 | 12 | 12 |
| 50 | 9 | 12 | 14 | 15 | 15 |
| 100 vs. 100 | 8 | 11 | 13 | 14 | 14 |
| 50 | 10 | 14 | 16 | 17 | 17 |

HOW TO READ:

- 1) In two separate samples of 2000, if an observed percentage difference is 3 or more points at the 50% results area, the chances are 95 in 100 that it is a true difference and not due to chance alone.
- 2) In two separate samples of unequal size, i.e., 2000 vs. 500, if an observed percentage difference is 5 or more at the 50% results area, the chances are 95 in 100 that it is a true difference and not due to chance alone.