



CALIFORNIA PARK & RECREATION SOCIETY



CPRS Public Opinion Research Study - Validity of a Sample Size of 848

The margin of error for the data is +/- 3.37%. Or the margin of error is 3.37% at the 95% Confidence Interval.

Survey results always have some risk of being non-representative of the wider population they purport to represent. Assuming a random selection of survey participants is achieved, the larger the sample size the lower the odds are that survey results misrepresent the population.

With 848 respondents, the odds are 19 in 20 (meaning researchers are 95% confident) that the survey results are within 3.7% of the opinions of all Californians.

Stated differently, there is only a 5% chance that the percentages reported from the survey responses are off by more than 3.7% from the percentage we might get from a census of all Californians.

A note on other opinion studies Hiner & Partners completes for companies like SCE, PG&E, Ketel One Vodka, Toyota, Beckman-Coulter, Jenny Craig, etc. rarely have more than 500 respondents.