

Appendix C: Impact of sample size on relative accuracy of demand estimation

Calculated Margin of Error (MoE) at current sample sizes:

	SC	NO	NW	NE	EM	WM	WS	EA	NT	SE	SO	SW	WN	TOTAL
Population	2,014,503	1,248,986	2,796,538	1,417,383	2,403,832	2,074,276	873,133	1,951,171	2,306,299	2,584,837	1,727,445	1,584,555	258,460	23,241,418
Sample	201	221	225	220	222	221	232	251	211	216	229	234	0	2,683
MoE (+/- %) at 95% confidence	6.91	6.59	6.53	6.61	6.58	6.59	6.43	6.19	6.75	6.67	6.48	6.41	N/A	

Potential sample sizes:

Target MoE (+/- %)	Confidence	SC	NO	NW	NE	EM	WM	WS	EA	NT	SE	SO	SW	WN	TOTAL
5%	90%	271	271	271	271	271	271	271	271	271	271	271	271	270	3,522
	95%	384	384	384	384	384	384	384	384	384	384	384	384	384	4,992
	99%	665	665	665	665	665	665	665	665	665	665	665	665	665	8,645
4%	95%	600	600	600	600	600	600	600	600	600	600	600	600	600	7,800
	99%	1040	1040	1040	1040	1040	1040	1040	1040	1040	1040	1040	1040	1040	13,520
3%	95%	1067	1067	1067	1067	1067	1067	1067	1067	1067	1067	1067	1067	1067	13,871
	99%	1847	1847	1847	1847	1847	1847	1847	1847	1847	1847	1847	1847	1847	24,011
2%	95%	2398	2398	2398	2398	2398	2398	2398	2398	2398	2398	2398	2398	2398	31,174
	99%	4152	4152	4152	4152	4152	4152	4152	4152	4152	4152	4152	4152	4152	53,976
1%	95%	9558	9558	9558	9558	9558	9558	9558	9558	9558	9558	9558	9558	9558	124,254
	99%	16505	16505	16505	16505	16505	16505	16505	16505	16505	16505	16505	16505	16505	214,565

¹ Source: DESC meeting 13 February 2018 - [Action DESC1201 – review of sample sizes](#)