

MARGIN OF ERROR

Because random selection was used to create the sample of households for this study, the results represent Chesapeake households well. The term “Margin of Error” refers to the difference between what the survey found and what one would get if a complete census of Chesapeake households had been conducted. With a sample of 308 randomly-selected residents, any percentage in this report that is near 50% would be accurate within ± 5.58 percentage points. If a figure in this report is above or below 50%, the Margin of Error is smaller, which is better (see chart below).

If the reported percentage =	The Margin of Error =
99%	$\pm 1.11\%$
95%	$\pm 2.43\%$
90%	$\pm 3.35\%$
80%	$\pm 4.47\%$
70%	$\pm 5.12\%$
60%	$\pm 5.47\%$
----- 50% - Highest Margin of Error - -----	$\pm 5.58\%$
40%	$\pm 5.47\%$
30%	$\pm 5.12\%$
20%	$\pm 4.47\%$
10%	$\pm 3.35\%$
5%	$\pm 2.43\%$
1%	$\pm 1.11\%$