**Illuminate: survey sampling**

The more data you collect, the more robust your outputs.

Below you will find sample sizes you should aim for to give a 95% confidence interval, dependant on your total audience size.

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| **Total Audience (eligible respondents) \*** | **# of responses** | **Notes** |
| <2k | 40 - 100 | 95% confidence interval  40 responses = 15% margin of error  100 responses = 10% margin of error |
| 2-4k | 100 – 200 | 95% confidence interval  100 responses = 10% margin of error  200 responses = 7% margin of error |
| 4-6k | 200 - 400 | 95% confidence interval  200 responses = 7% margin of error  400 responses = 5% margin of error |
| 6-8k | 300 - 600 | 95% confidence interval  300 responses = 6% margin of error  600 responses = 4% margin of error |
| 8-10k | 400 - 800 | 95% confidence interval  400 responses = 5% margin of error  800 responses = 3% margin of error |
| 10-30k | 500 – 1,000 | 95% confidence interval  500 responses = 4% margin for error  1,000 responses = 3% margin for error |
| 30k+ | 1000 – 2,500 | 95% confidence interval  1,000 responses = 3% margin of error  2,500 responses = 2% margin of error |

For further information on survey sampling take a look at this [in depth article on the Digital Culture Network’s website.](https://digitalculturenetwork.org.uk/knowledge/how-to-decide-your-survey-targets-and-improve-your-sampling/)

*\*Total audience numbers should be based on your estimated general public audience/participant total, i.e how many would be eligible for surveying. Estimates for children and young people under 16 or vulnerable adults can be discounted when calculating your targets.*