

Sample Size Formulas for our Sample Size Calculator

Here are the formulas used in our Sample Size Calculator:

Sample Size

$$SS = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where:

Z = Z value (e.g. 1.96 for 95% confidence level)

p = percentage picking a choice, expressed as decimal
(.5 used for sample size needed)

c = confidence interval, expressed as decimal
(e.g., .04 = ±4)

Correction for Finite Population

$$\text{new SS} = \frac{SS}{1 + \frac{SS-1}{\text{pop}}}$$

Where: pop = population