



MTM 18+ Margin of Error

Margin of Error is a statistic expressing the amount of random sampling error in a survey's results. For example, if a survey has a margin of error of ± 2.5 , 19 times out of 20, that means that if the same survey were conducted 20 times, 19 of those times would generate results with plus or minus 2.5% of the original finding. More specifically, if a survey found that 34% of Canadians ate cereal every morning, the margin of error would indicate that if that question was asked 20 times, 19 of those times would generate results between 31.5% and 36.5% (plus or minus 2.5 percentage points from 34).

Target Group	Sample Size*	Margin of Error
Total Canadians		
Fall Only	8,000	$\pm 1.1\%$
Spring Only	4,000	$\pm 1.6\%$
Fall & Spring (combined)	12,000	$\pm 0.9\%$
Total Anglophones		
Fall Only	4,000	$\pm 1.6\%$
Spring Only	2,000	$\pm 2.2\%$
Fall & Spring (combined)	6,000	$\pm 1.3\%$
Total Francophones		
Fall Only	4,000	$\pm 1.6\%$
Spring Only	2,000	$\pm 2.2\%$
Fall & Spring (combined)	6,000	$\pm 1.3\%$
Regions - Combined Sample		
Atlantic Provinces <i>(Anglophones & Francophones)</i>	650	$\pm 3.8\%$
Quebec <i>(Anglophones & Francophones)</i>	5,875	$\pm 1.3\%$
Ontario <i>(Anglophones & Francophones)</i>	3,075	$\pm 1.8\%$
Manitoba / Saskatchewan <i>(Anglophones)</i>	750	$\pm 3.6\%$
Alberta <i>(Anglophones)</i>	825	$\pm 3.4\%$
British Columbia <i>(Anglophones)</i>	1,150	$\pm 2.9\%$

*Actual number of interviews (unweighted numbers)