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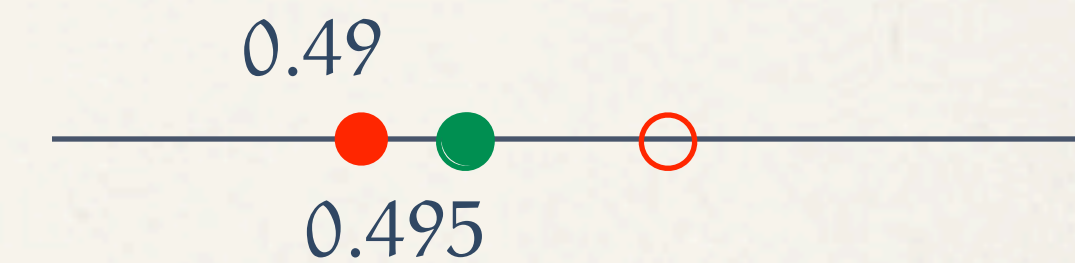# And so, what happened in the US Presidential election of 2000?

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0.495   0.505

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0.49   0.51

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- Sample size needed for 90% confidence: $n = 1.18 \times 10^9$.

The consequence of a 1.5% error when candidates are 1% apart

Slogan (refined)

A relatively small, honest, random sample *whose size does not depend upon the size of the underlying population or its composition* gives a good estimate of the underlying population proportions (sentiments) … but the requisite sample size becomes untenable if very high precision is necessary.