The time to think about your margin of error, to see whether it's small enough to be useful, is	when you design your study or experiment and decide on n.
To get a narrower interval (decrease the *ME*) without giving up confidence,	You need to have less variability in your sample proportion, $\hat{p}$, by choosing a larger sample, n.
Law of Diminishing Returns	The larger the sample size, n, we have the narrower our confidence interval can be (at the rate of $\frac{1}{\sqrt{n}}$)
To calculate the sample size, n, necessary to reach conclusions that have a desired margin of error (degree of precision) and level of confidence:	Solve for n in: $$ME = z^{*}\sqrt{\frac{\hat{p}\hat{q}}{n}}$$ by substituting: ME = desired margin of error (as a decimal) z^{*} = critical value for desired level of confidence $\hat{p}$ = estimate based on experience or 0.5 (most cautious) $\hat{q} = 1 - \hat{p}$