

Rural markets and the development of political marketing in Nigeria

Bright ZorBari-Nwitambu¹ and Sylva Ezema Kalu²

Marketing Department, Ken Saro-Wiwa Polytechnic, Bori¹

Marketing Department, University of Port Harcourt, Port Harcourt²

Corresponding Author: *Bright ZorBari-Nwitambu, Marketing Department, Ken Saro-Wiwa Polytechnic, Bori – Ogoni, Rivers State, Nigeria, Email: makorobright@gmail.com*

Abstract

This paper aimed at investigating the roles of rural markets in the development of political marketing in Nigeria. A handful of literatures were reviewed and given the Nigerian perspective, and also obtaining a clue from other part of the globe like the Indian experience, it was discovered that in recent time government is becoming more and more interested in the rural communities due to the crucial roles they play in the political advancement of a nation. The market women and other rural dwellers constitute the respondents to this study. The total population is 130 with a sample size of 97 using Krejcie and Morgan sample size table. To arrive at the outcome of the study, field data were obtained from the 97 sampled respondents in various local government of Rivers State, Nigeria. Furthermore, secondary data were obtained from works of scholars in related discourse both from Nigeria and India viewpoints. Analysis was done using Pearson product moment correlation coefficient (PPMCC) aided with the SPSS 20.0 software. Conclusively, the findings revealed that rural markets significantly contributed to the development of political marketing in Nigeria.

Key words: Markets, rural markets, politics and marketing, political development, Nigeria

Introduction

Political marketing is gaining popularity as politicians are mapping out marketing strategies to out run their numerous political opponents. Prominent among these strategies is the engagement of rural dwellers in electioneering processes to canvas votes of the populace in order for them to attain success in their political venture. In Nigerian politics, it has been evidently observed that good rural involvement and grass root participation and mobilization is a sure step to election victory (Awomolo, AbiodunAdegboye, 1998).

Government is beginning to see the need to inculcate the rural communities into mainstream politics due to the important roles rural markets play in the socio-cultural, political and economic development of the nation which cannot be ignored (Sule, Alinno, and Ikwegbe, 2013). In Osun State for instance, research showed that rural markets have contributed to the state's economic and political growth and to the nation's overall GDP (Omole, Lukman and Baki, 2013). A study conducted by Akpan, et.al (2014) in Akwa Ibom State, revealed that the urban market price drives the rural market price. Rural consumers are price sensitive and

would demand value for their money in every purchases made more than their urban counterparts (Ahmed, 2013). Rural markets offer great opportunities and are avenues to overcome the current economic challenges facing the country (Ahmed and Kumar, 2016). With technological advancement penetrating most rural communities in Nigeria, rural marketing is gradually transforming and rural markets are becoming increasingly interesting business hubs for marketers. This has availed political marketers huge opportunity to tap from the benefit accrued from going rural (Goel, Bajpai, Chauhan and Verma, 2011). Numerous potentials can be unlocked from delving into the rural markets. As Prahalad postulates in his book “The fortune at the bottom of the pyramid” (Nuewirth, 2012), indeed there abound great fortunes untapped in the rural markets worthy of giving keen attention. Due to socio-economic changes and huge market opportunities comprising more than 80 million household, companies are beginning to channel their attention towards devising marketing strategies to serve the rural markets (Lokhande, 2004).

There are a handful of literatures on rural marketing, such which include the works of prolific scholars like Kumar (2017); Ahmed and Kumar (2016); Akpan, et al. (2014); Ahmed, (2013); Omole et al. (2013); Orewa and Egware (2012); Goel, et al. (2011); among others. However, these studies do not examine the roles rural markets play in the development of political marketing in Nigeria. Giving this gap, the present study tends to investigate the rural markets and how their activities can foster the development of political marketing in Nigerian political arena.

Research objectives

The specific objectives of this study would include;

1. To examine how rural markets can be used as avenues for political development in Nigeria
2. To ascertain the roles of rural market women in election campaigns
3. To examine how rural markets can be used for the advancement of agriculture and food security of the nation.

Research questions

The research questions include; to what extent does:

1. rural markets serve as avenues for political development in Nigeria?
2. rural market women feature in election campaigns?
3. rural markets lead to the advancement of agriculture and food security of the nation?

Literature review

A market is a socio-cultural, economic and political institution driven by human activities for the distribution and exchange of goods, services and ideas for human consumption and satisfaction (Omole, Lukman and Baki, 2013). Also, a market can be referred to as a group of individuals or institution that have the will and economic power to purchase a product.

Rural marketing is the performance of marketing activities among people in the rural areas/grass root. Such areas include villages, farm settlements, and sometimes local government areas. Markets located in these areas are usually referred to as rural markets.

Srivastava and Kumar (2011) further defined rural as comprising a population density of less than 400 per square kilometres made up of not less than 75% male citizens actively involved in Agriculture. As Nyagba (2009) posits, the rural population constitute over 60% of the total population of African continent. Other characteristics of rural market include; high illiteracy rate, consumers are low income earners, agriculture is major source of income, seasonal income rate, large scope and geographically scattered in structure, and undeveloped market with majorly people with low purchasing will power, low social interaction and local politics, amongst others (Sule, Alinnoand Ikwegbe, 2013). Income is one of the major challenges of the rural consumers as they are predominantly farmers with low income and limited purchasing power for high profile products (Lokhande, 2004).

Rural market is fundamentally different from the urban market in terms of size, structure, literacy rate, exposure, etc. A plethora of findings reveal that market centres are of different types, importance and functions and there are many market associations in the state markets as there are many items sold in the markets (Omole, Lukman and Baki, 2013). Virtually all group of commodity sellers has its own association in each of the market areas.

India is the 2nd most populous country in the world with keen interest in the rural markets. This is because researches have shown that 70% of Indians are rural dwellers scattered over different geographical locations in the country (Ahmed, 2013). According to Indian census, there are about 742 million rural consumers in India (Srivastava and Kumar, 2011). This makes the India rural market a ready and ripe market for most companies in the country. India has vast arable land, and as such agriculture remains the main stay of Indian economy. Agriculture contributes up to 20% and 30% of Northern Africa and Sub-Saharan Africa's GDP respectively (Nyagba, 2009). Rural markets contribute to the nation's food security, leading to reduction in hunger and poverty rate in the society.

Administrative and organizational structure of rural market in Nigeria

Rural markets are markets basically located in remote areas such as village markets, clan markets and farm/ bush markets. They are often situated at the centre of the village (close to the village square). In some other villages rural markets are positioned at strategic places close to the village king's palace. Rural market is full of untapped abundant opportunities and is predominantly made of agricultural produce such as cassava, fruits, fish, timber, etc.

The organizational structure of the rural markets in the early days were mostly unstructured make-shift mats and tables used to display artisans' wares, and stalls made with mud. As time goes on, the buildings were modified to knee-height concrete shades with iron used as support pillars. In some villages the market is built by the village traditional council, local government council, or as constituency project by a politician/member of the village representing a particular constituency housing such community. Also in some cases, open spaces are allocated to situate the market where individuals mark portions of land to erect their stalls or secure space to display their merchandise. Thus, rural market is often characterised by open-air trading (Ikelegbe, 2013).

There are bye laws binding the market which the villagers adhere strictly to. For instance, any product that is forgotten by an artisan in the market after the day's sales is taken to a certain household/ family closer to the market that is known by the villagers as custodian of the market (market keeper) who will keep the product for the owner for identification and collection during the next market day. Also, there was no stealing or fighting in the market. The laws binding the market were made by the village head and members in council and enforced throughout the village with strict compliance. These markets were practically run by the villages that own them. However, in recent time, the local government council has assumed ownership and the day-to-day running of most rural markets thereby enlarging the administrative structure of the markets. In markets built by local government authority (mostly in the local government council headquarters), monies are paid sometimes on daily basis, monthly and/or annually and receipts issued to shop owners as evidence of payment. Also, security of wares and other properties of artisans within the purview of the market is given utmost attention as monthly security fees is usually paid to ensure protection and safety of goods in the market.

Just as it was in those days, there are bye laws binding the market today and the market authority ensures the regulation of these laws and strict compliance by all concerned. Stealing and fighting is not also allowed in the market. Defaulters of various laws are made to face different penalties depending on the gravity of the offence, ranging from payment of fine, seizure of defaulter's goods, closure of defaulter's shop, etc. The custodians of these laws are called market masters or market union and they derive their authority from the office of the local government council chairman and obtain the support of the police and other security outfits within the market jurisdiction, hence the huge cooperation of the market users.

Political marketing

Political marketing is the application of marketing techniques and strategies in political process. It could be seen as the result of the combination of the marketing concepts and politics (Menon, 2008). Newman (1999) cited in Gbadeyan (2011) viewed political marketing as the application of marketing principles and procedures in paid campaigns by political aspirants and political organizations.

Political marketing is the penetration of marketing in the political arena, linking the marketing ingredients (4ps- product, price, place and promotion) with politics. Political actors are beginning to see the need to inculcate various marketing techniques in politics. Branding and other concepts in marketing are now used to actualise the course of nation's building and to create a unique selling point (USP) for some political gladiators to strategically position themselves among their political rivals. Most marketing theorists are of the opinion that a deeper understanding of political marketing must include theories and concepts regarding political communication and Public Relations (Gbadeyan, 2011).

Reeves (2009) opined that there is a clear distinction between political marketing strategies and campaign strategies. Whereas campaigning is synonymous with the "product concept" and "selling concept", political marketing is marketing oriented and deals with the "marketing concept". Political marketing is therefore a new paradigm in the political space.

It has been vehemently argued that the inclusion of marketing in politics in no new issue (Henneberg, 2004). The use of the term political marketing can be traced to Kelly (1956) as posited by Menon (2008). The proliferation of the concept of political marketing in recent past has been attributed to the development of an investigative press, declining party loyalty, and changes in the political and electoral systems. In another development, Reeves (2009) has argued that political marketing is projected majorly by academic political marketers. In the past 25 years, a lot has changed in the political arena as marketing management initiatives are being integrated into contemporary politics by political parties and politicians and also by governments, single issue groups, lobbying organisations, etc. (Menon, 2008; Reeves, 2009; Henneberg, 2004).

As Baines, et.al (2002) put it, although political marketing has been in existence for decades, it is regarded as a relatively new and embryonic aspect of marketing due to its negligence since the emergence of the concept. Today however, the need to place politics on a strategic level has brought about rise in the application of the marketing concepts and processes in order to overcome political rivalry. Musa (2010) has argued that Nigeria's major limitations towards local economic development are basically man-made, mainly as a result of political, administrative and other human factors. The involvement of marketing in politics makes it possible for voters to hold politicians accountable on the need for their votes to count and to actually deliver on their campaign promises.

Rural markets and Political development in Nigeria

The term development has often been seen from the economic view point. Development is not tied to economic growth or advancement alone (Egbe, 2014). The state of mind of the people, the development of favourable government policies that guarantee human capacity development, creative talents and lasting empowerment, food security, housing, employment, increased per capita income, reduction in rate of poverty, etc. all constitute development in its broader sense.

Development is said to be a cry of the masses in Nigeria and other parts of Africa. Nigeria has remained underdeveloped despite her abundant resources. This paper tends to examine the role rural markets can play in the development of political marketing in Nigeria. Most rural dwellers especially during election period are used as praise singers and campaign agents for various political aspirants. The importance of rural markets in the political advancement of the country cannot be overemphasised.

Markets are economic entities that play a very crucial role in the economies of host communities, states and the nation at large (Uzuegbunam, 2012). Rural markets are avenues to project Nigeria's agricultural prowess and therefore serve as a means for food security in the country (Orewa and Egware, 2012). Apart from performing social and cultural functions in the society (Omole et al, 2013), rural markets also perform some political functions. The population size of the current rural markets has made it almost impossible for most marketing organizations to ignore the opportunities emanating from rural markets. The rural market environment has changed over the decade due to rural-urban migration and increased literacy rate among rural dwellers, they are constantly refusing to take anything less from the urban market (Rathee and Kumar, 2013).

There is no doubt the fact that rural markets have been used as avenues for political campaigns and rallies, to ensure peace and unity among community dwellers during election period. In Yoruba for instance, one thing that cannot be taken away from their custom is the citing of market near the king's palace. These markets called "Oja Oba" become centres for information dissemination, village meetings, political, socio-cultural and religious discourse (Omole et al, 2013). The market has always been an integral part of the Yoruba culture and most ethnicities in Nigeria because it is the economic mainstay of the people. One major significance of the Oja Oba is that it is often believed that its proximity to the King's palace will make it easier for most economic activities to be streamlined by the Oba (king) who is the overseer of economic and security matters in his village.

Successful trading in the recent past has made women in the rural areas to have economic independence and to wade some political and economic powers like their male counterparts (Awomolo, 1998). The use of market women for campaigns and rallies, for lobbying and canvassing for votes from the masses have become a long time practice among notable politicians and political actors in Nigeria. This practice has immensely contributed to the political advancement and increased political awareness in the rural areas which has ultimately led to the development of political marketing in Nigeria.

Methodology

The methodology employed in this study is based on field data collected from the different rural markets located in selected local government areas in Rivers State. The study's respondents include market women and other rural dwellers. The total population is 130 with a sample size of 97 using Krejcie and Morgan formula for sample size determination; thus 97 copies of usable questionnaire were retrieved from the sampled respondents in the various Local Government Areas of Rivers State, Nigeria. All copies of questionnaire were retrieved

and usable due to the simplicity of the questions raised and also there was room for interpretation in vernacular were necessary. Consequently, secondary data were generated from insights into related research works of scholars conducted on rural markets in different states of the federation (Nigeria), and also the Indian experience. The study attempts to investigate the role rural markets play in the development of political marketing in Nigeria. Analysis was done using the Pearson product moment correlation coefficient (PPMCC) with the aid of SPSS version 2.0 software.

Krejcie and Morgan formula for finite population is given as:

$$S = \frac{X^2NP(1-P)}{d^2(N-1) + X^2P(1-P)}$$

however, the study's sample size was determined using krejcie and Morgan table (see appendix I).

Response Rate

Ninety seven (97) copies of questionnaire were administered to the respondents out of which 65 respondents were female and 32 were male. The result of the questionnaire distribution and retrieval is shown in Table 1 below

Table 1: Questionnaire Distribution and Retrieval

QUESTIONNAIRE	FREQUENCY	PERCENT
Distributed	97	100
Retrieved and usable	97	100
Not retrieved and retrieved but not usable	Nil	0.00
Useful Response	97	100% of Retrieved questionnaire

Source: Field Survey Data 2017

Table 2: Questionnaire Distribution and Respondents

QUESTIONNAIRE	FREQUENCY	PERCENT	
Female	64	0.66	66
Male	33	0.34	34
Total Respondents	97	1.00	100% of Respondents

Source: Field Survey Data 2017

Hypotheses and analysis

We state the following null hypotheses which would further be subjected to analysis to ascertain the outcome of the study.

Ho₁: The use of rural market women in election campaign process does not significantly lead to development of political marketing in Nigeria.

Ho₂: The use of rural markets as meeting venues for the discussion and actualization of election victory does not significantly contribute to the development of political marketing in Nigeria.

Ho₃: Rural markets agriculture and food security initiatives does not significantly lead to the development of political marketing in Nigeria.

The result of analysis showing correlation and multiple correlation effect of the studied variables is presented in the tables below.

Correlations

		Rural market women	Rural markets meeting venues	Rural markets agriculture and food security initiatives	Election campaign	Election victory
Rural market women	Pearson Correlation	1	.933**	.981**	.952**	.971**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	97	97	97	97	97
Rural markets meeting venues	Pearson Correlation	.933**	1	.945**	.966**	.980**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	97	97	97	97	97
Rural markets agriculture and food security initiatives	Pearson Correlation	.981**	.945**	1	.965**	.967**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	97	97	97	97	97
Election campaign	Pearson Correlation	.952**	.966**	.965**	1	.982**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	97	97	97	97	97
Election victory	Pearson Correlation	.971**	.980**	.967**	.982**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	97	97	97	97	97

** . Correlation is significant at the 0.01 level (2-tailed).

Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 ^a	.970	.970	.910

a. Predictors: (Constant), Rural market women, Rural markets meeting venues, Rural markets agriculture and food security initiatives

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2530.047	3	843.349	1018.797	.000 ^b
	Residual	76.984	93	.828		
	Total	2607.031	96			

a. Dependent Variable: POLITICAL MARKETING DEVELOPMENT

b. Predictors: (Constant), Rural market women, Rural markets meeting venues, Rural markets agriculture and food security initiatives

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.253	.805		4.042	.000
	Rural market women	.984	.118	.655	8.351	.000
	Rural markets meeting venues	.716	.090	.404	5.068	.003
	Rural markets agriculture and food security initiatives	.351	.072	.334	4.843	.000

a. Dependent Variable: POLITICAL MARKETING DEVELOPMENT

Discussion of findings

The results obtained in the above tables reveal that there is perfect correlation between studied variables.

Also, the multiple regression conducted to ascertain the multiple effect of the independent variable on the dependent variable revealed that there is high level of significance at 0.000** (2 tailed) < 0.005.

Giving the foregone, we state the alternate hypotheses as follows:

Ha₁: The use of rural market women in election campaign process significantly lead to development of political marketing in Nigeria.

Ha₂: The use of rural markets as meeting venues for the discussion and actualization of election victory significantly contribute to the development of political marketing in Nigeria.

Ha₃: Rural markets agriculture and food security initiatives significantly lead to the development of political marketing in Nigeria.

Conclusions

The following conclusions are drawn based on the outcome of the result of analysis.

1. The use of market women in election campaign process contribute immensely to the development of political marketing in Nigeria.
2. Rural markets can be used as avenues for discussing and actualizing the development of political marketing in Nigeria.
3. Agriculture and food security initiatives in the rural areas contribute greatly to the development of political marketing in Nigeria.

Recommendations

Giving the above conclusions the study recommends that;

1. Rural markets should not be left undeveloped due to the enormous fortunes that can be tapped from this sector for the development of political marketing in particular and nation building in general.
2. Rural dwellers should be encouraged and inculcated into mainstream politics to increase political awareness in the rural areas.
3. Life touching projects that encourage human capital development and food security should be embarked upon at grass root level so as to achieve political marketing development in Nigeria.

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Appendix I

Table 3.1

Table for Determining Sample Size of a Known Population

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	100000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

Curled from: <http://www.kenpro.org/sample-size-determination-using-krejcie-and-morgan-table/krejcie-morgan-sample-size-table/> [Date retrieved: 1/2/2018]