

RELIABILITY AND VALIDITY OF THE ROAD UPDATES AND FUNDING SURVEY RESULTS

Visual Aid for Discussion Purposes

SurveyMonkey	SurveyMonkey	SurveyMonkey
Calculate your sample size	Calculate your sample size	Calculate your sample size
Population Size ⓘ	Population Size ⓘ	Population Size ⓘ
1900	1800	1750
Confidence Level (%) ⓘ	Confidence Level (%) ⓘ	Confidence Level (%) ⓘ
90	90	90
Margin of Error (%) ⓘ	Margin of Error (%) ⓘ	Margin of Error (%) ⓘ
5	5	5
Sample size 239	Sample size 237	Sample size 236

Doing market research? SurveyMonkey Audience gets you market research. SurveyMonkey Audience gets you market research. SurveyMonkey Audience gets you market research.

Margin of Error: how much variance these results would likely have from the whole population if the whole city voted

Confidence: the likelihood of these results predicting the results of this survey if the whole population took it

Sample Size: the size of the sample needed to reach this predictability given the total number of citizens

Outliers: the “red flag data” or the “margin of error” in the responses themselves