

RELIABILITY AND VALIDITY OF THE ROAD UPDATES AND FUNDING SURVEY RESULTS

Visual Aid for Discussion Purposes

Population Size	Confidence Level (%)	Margin of Error (%)
1900	90	5
1800	90	5
1750	90	5

Sample size
239

Sample size
237

Sample size
236

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

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