

Informal Information Request

At the September 7, 2021 Priorities Committee Meeting, Mayor Frank requested information on the statistical significance of the survey data collected through the Seniors Supports and Services Project.

The Community Services Division and Communications provides the following response:

Poll-based data is based on people who decide to participate, and people who have access to either the internet or paper surveys, and are therefore not randomly selected individuals. A sample size of 400 is typical for a representative sample (with a margin of error of $\pm 4.9\%$). The larger the number of respondents, the lower the margin of error, and thus, an increase in your confidence that your results are accurately reflecting the views of your population. Based on the 898 responses received for the Seniors Project survey, the margin of error for a comparable probability-based random sample of the same size is $\pm 3.3\%$, 19 times out of 20.

For surveys in which individuals self-select to participate, we are not able to determine statistical significance of the data collected. However, we engaged residents in a robust process that was well communicated and gave several options for participation (paper surveys, FCS call line, service providers, County website, etc.). The process allowed us to capture the breadth of opinions in the community.

Thank you,

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