

Survey Responses Explained



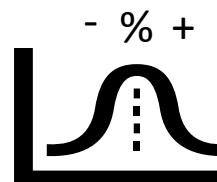
Random Sampling

- NAR member surveys are typically sent out to a randomly-selected group of members – generally 50,000.
- This ensures that the survey sample represents the larger member population



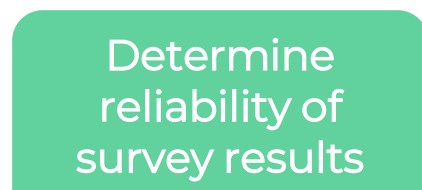
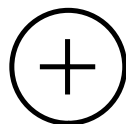
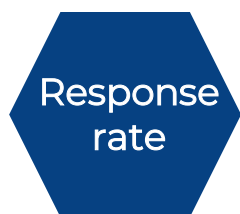
Response Rate

- Calculated by dividing the **number of responses** by your total **sample size** (everyone the survey was sent to)
- A standard response rate for our random-sampled surveys is 5%.



Margin of Error (MOE)

- Statistic that expresses the amount of random sampling error in a study
- The larger the error, the less confidence you should have in results being representative
- For example: with a MOE of +/-7, if results show that 10% of people like a program, you can confidently say that anywhere between 3% and 17% of your entire population feel that way
- We aim for margins of error around +/-3%, but typically cut off reliability at +/-5%



Key Takeaways

- When looking at survey results, it's important to look at **BOTH** the response rate and the MOE, as they combine to paint a picture of how reliable and representative the sample is. Non-response bias is already addressed by random sampling.
- Smaller overall groups need higher response rates in order to be representative.