Calculations

Margin of Error

d=t*sq rt(p*q/n) t is 1.96 for sample size >120, used conservative p and q of .5, n= sample size of 176

d=1.96*sq rt(.5*.5/176)

d= 0.07387028

d= 7.39%

To achieve a Margin of Error of 5% a sample size of 385 would have been required:

$n=t^2*p*q/d^2$ Same as above but assuming d=.05 and solving for n

$n=1.96^2*.5*.5/.05^2$

n=385 (384.16 rounded up) 2.19 times our response rate or surveys sent number to achieve this level of error

Response Rate

Requests mailed = 1005 (501 water bill, 504 RecTrac)

Requests returned/rejected = water bill (2 RTS [return to sender], 1 deceased) 3 + RecTrac (41 RTS, 4 duplicates from water bill) 45 = 48

Potential requests = 501+504-3-45 =	957
Responses received	176
Response rate	0.18390805
	18.39%

Typical external survey response rates are 10-15% according to www.surveymonkey.com so we received above average response rate