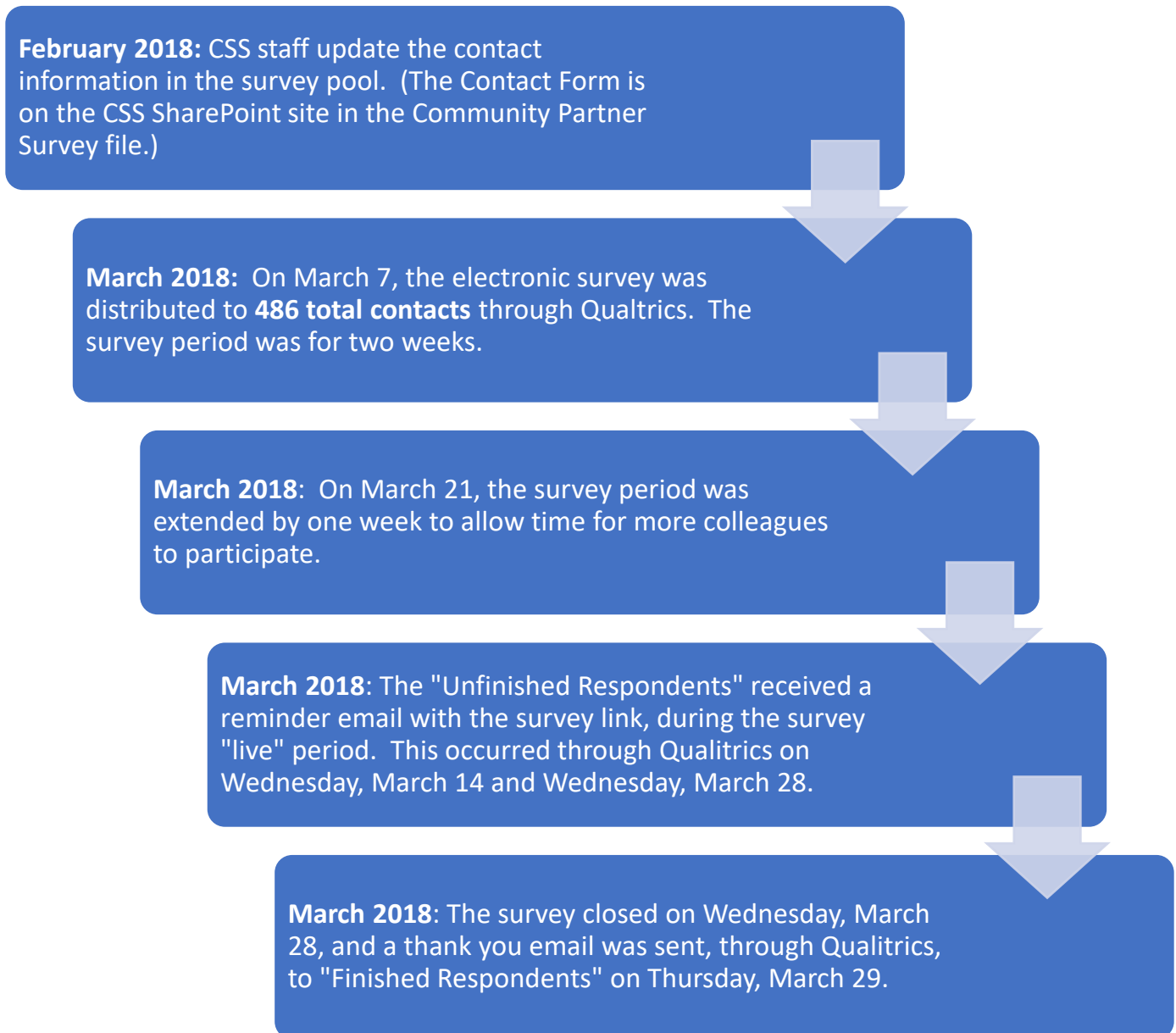


Survey Methodology

Survey Distribution:

Community Support Services (CSS), a Health and Human Services department of Mecklenburg County, distributes an annual electronic survey through the enterprise's software system, Qualtrics. The population surveyed is known and represents the community partners that CSS staff worked with in the prior calendar year.

Here is a timeline of the survey distribution process.



Response Rate:

The response rate is reported as a percentage, and this figure represents a calculation of the total number of participants who responded to the survey out of the entire survey pool or the known population size. The total [survey] participants, as a group, represents a sample of the population. The size of a sample is important as it aids management in drawing conclusions about the feelings and perceptions of our partners, during their interactions with CSS staff in calendar year 2016.

Table 1 Refining the Total Surveyed in the Survey Pool:

486	Emails Distributed via Qualtrics to contacts
26	Emails Bounced Back
1	Opted Out of Survey
459	Total Population (unduplicated count)

Twenty-seven participants are pulled out of the total surveyed due to email bounces, or the individual's choice not to participate in the survey. This creates a new total (459) for the purposes of calculating the response rate. This is an unduplicated count of the total population surveyed.

Table 2 Calculating the Response Rate:

	Population Size ^{1,2}	Total Participants	Response Rate
Overall Department	459	81	17.6%
Prevention and Intervention Services Division	235	27	11.5%
Substance Use ³	50	17	34%
Homeless Services Division	141	33	23.4%
Veterans Services Division	60	34	56.7%

¹The 27 participants with email bounce-backs and "opting out" of survey participation are removed from the population size.

²The divisions' population size will not equal 100 percent of the total population as participants are responding to the survey multiple times, due to working with more than one division of the department.

³Substance Use Services is pulled out of Prevention and Intervention Services for accreditation purposes.

Table 2 shows the response rates for the overall department and each division. The overall department rate is 18 percent, which is slightly less than the prior year survey's response rate (about 20 percent). Veterans Services received the most responses (57 percent) to their portion of the survey, followed by Substance Use (34 percent).

Statistical Significance:

This concept is critical as management should feel confident that the sample size's responses to the survey represent, or can be attributed to, the values and viewpoints of the known population. If a sample size is too small, then conclusions cannot be drawn on how the entire population may feel about a matter. It is customary to set a 95 percent confidence level with a + or – 5 percent margin of error as part of this process.

Table 3 Determining Statistical Significance

	Population Size ^{1,2}	Total Needed	Total Responded ⁴
Overall Department	459	210	81
Prevention and Intervention Services Division	235	147	27
Substance Use ³	50	45	17
Homeless Services Division	141	104	33
Veterans Services Division	60	52	34

¹The 27 participants with email bounce-backs and “opting out” of survey participation are removed from the population size.

²The divisions' population size will not equal 100 percent of the total population as participants are responding to the survey multiple times, due to working with more than one division of the department.

³Substance Use Services is pulled out of Prevention and Intervention Services for accreditation purposes.

⁴The division total responded will not equal the total for the department as individuals are responding multiple times to the survey, due to working with more than one division. All totals are unduplicated counts.

The population size for the department and divisions was entered into a representative sample size calculator from Creative Research Systems and CheckMarket. A 95 percent confidence level and a + or – 5 percent margin of error was selected. The “Total Needed” column in Table 3 is the total sample size needed to meet the set parameters and to have a sample size that is representative of the population. For instance, Homeless Services Division surveyed 141 individuals. Of this total, 104 HSS contacts needed to respond for the HSS results to be statistically significant. Thirty-three HSS contacts responded to the survey. Because this total is smaller than the total needed, the HSS results are not indicative of the feelings and perceptions of the 141 HSS individuals surveyed. This is true for the department overall results, the Substance Use, Prevention and Intervention Services Division and the Veterans Services Division. Thus, it is important to note, when reviewing this year's survey, the results are not statistically significant. In other words, the results are not indicative of how all of our community partners perceive our staff and our service delivery.