

How to understand the results of the Strategic Planning Process Data

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The table below show the participants by type

| Public Outreach | |
|---------------------------|-------------|
| Type | Number |
| Focus Group | 96 |
| Adult Resident Survey | 681 |
| Business Owner Survey | 219 |
| Employee Survey | 86 |
| Customer Survey | 484 |
| Young Adult | 119 |
| Charrettes | 150 |
| Open House | 213 |
| Voter Survey | 466 |
| Total Participants | 2514 |

The table below shows information about the Statistically Valid Polling of Voters
Data is valid to a plus or minus 5% range.

| | |
|------------------------------|-----------|
| Estimated voters for Edmonds | 20,000 |
| Range | 0.95 1.05 |

If the SP results show the percentage below then the table shows the actual people responding and the number of voters who are represented by the results.

The data for plus or minus 5% is also shown

For example an item with a 60% favorable vote would mean the following:

People voting if favor were 280 representing 12,000 voters or a range of 11,400 to 12,600

| Percent | Actual | Voters | Range of Voters | |
|---------|---------|-------------|-----------------|--------|
| | Answers | Represented | -5% | 5% |
| 30% | 140 | 6,000 | 5,700 | 6,300 |
| 35% | 163 | 7,000 | 6,650 | 7,350 |
| 40% | 186 | 8,000 | 7,600 | 8,400 |
| 45% | 210 | 9,000 | 8,550 | 9,450 |
| 50% | 233 | 10,000 | 9,500 | 10,500 |
| 55% | 256 | 11,000 | 10,450 | 11,550 |
| 60% | 280 | 12,000 | 11,400 | 12,600 |
| 65% | 303 | 13,000 | 12,350 | 13,650 |
| 70% | 326 | 14,000 | 13,300 | 14,700 |
| 75% | 350 | 15,000 | 14,250 | 15,750 |
| 80% | 373 | 16,000 | 15,200 | 16,800 |