

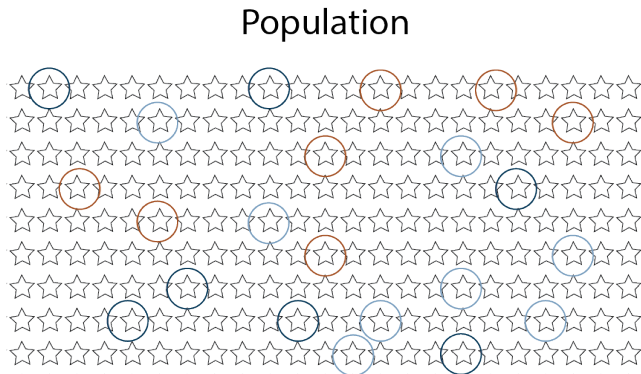


Confidence Testing for Surveys

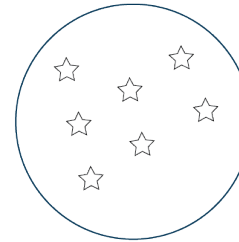
Jefferson McMillan-Wilhoit

Director, Health Informatics and Technology

A Bit About Sampling

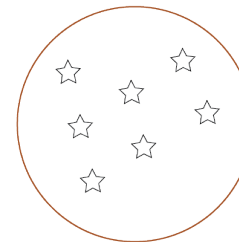


Survey in September



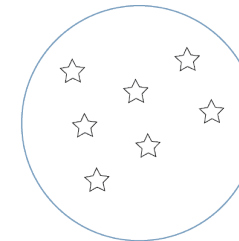
Average Likelihood to Recommend:
4.1

Survey in October



Average Likelihood to Recommend:
4.8

Survey in November



Average Likelihood to Recommend:
4.5

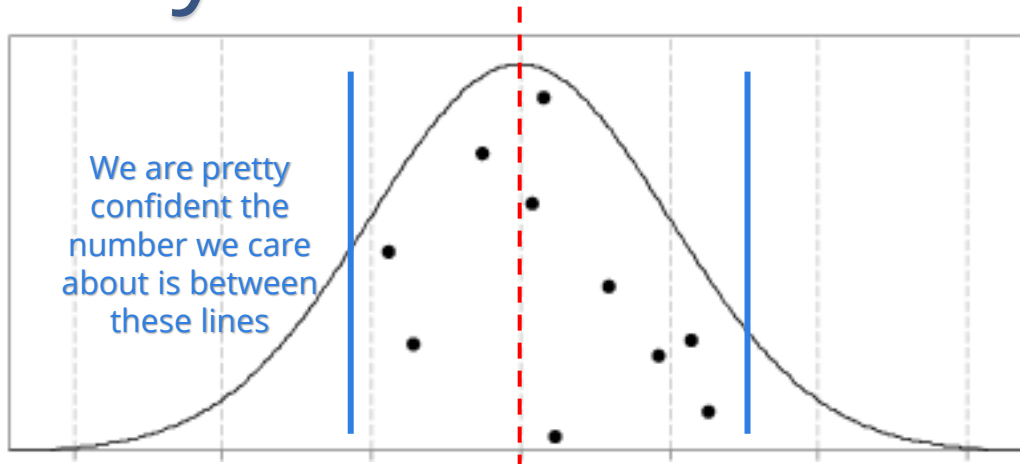
So What is the Real Average if We Could Talk To Everyone?

4.1?

4.8?

4.5?

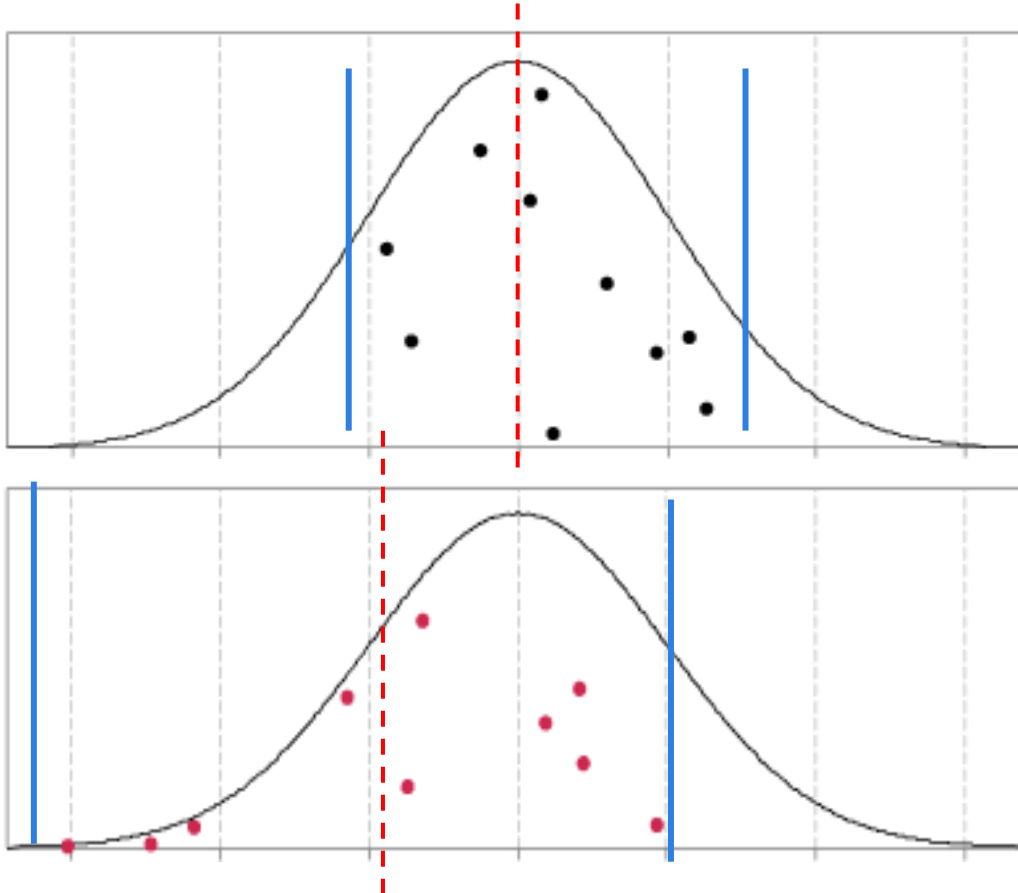
Maybe...but we don't really know



Each dot is a different month's sample.

The Number We Care About

Comparing Survey Samples Before And After We Make A Change



Average Likelihood to Recommend Before Change

Average Likelihood to Recommend After Change



3010 Grand Avenue, Waukegan, Illinois 60085
(847) 377-8000
health.lakecountyil.gov



HealthDepartment



@LakeCoHealth



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