

CTR Program Guidance for Employers that Are Conducting Surveys Using Sampling – Draft Updated February 2018

If you are surveying a large group of employees, you might want to minimize the impact that the surveying will have on your worksite. It is often not necessary to survey the entire population of employees. Instead, you can select a random sample of employees from the population and survey just them. You can then draw conclusions about how the entire population of employees would respond based on the responses from this randomly selected group of people. This document presents some guidance for employers that are conducting CTR surveys using a random selection of employees, or those considering sampling their employees.

What are the Requirements for a Worksite that Wants to Consider Conducting a Sample Survey?

1. The worksite should have at least 1,000 employees that the survey is intended to represent.
2. Employees that are asked to complete the survey must be selected randomly.
3. Before conducting the survey, employers must explicitly ask their Commute Seattle representative, who will solicit SDOT and WSDOT for approval for the sample survey. If you are an employer with multiple worksites, we'll need to know which of your worksites are sampling, and which are instead surveying all employees. This is critical for approval and the survey data is analyzed appropriately.

How Many Employees Should I Randomly Select for Surveying?

A worksite should have a minimum of 1,000 employees to consider sampling, but for practical purposes sampling won't significantly reduce the impact on your worksite until your worksite has several thousand employees. The CTR program requires a **minimum survey response rate of 50 percent**, or the worksite will be required to resurvey. The minimum response rate requirement is based on surveys distributed and surveys returned.

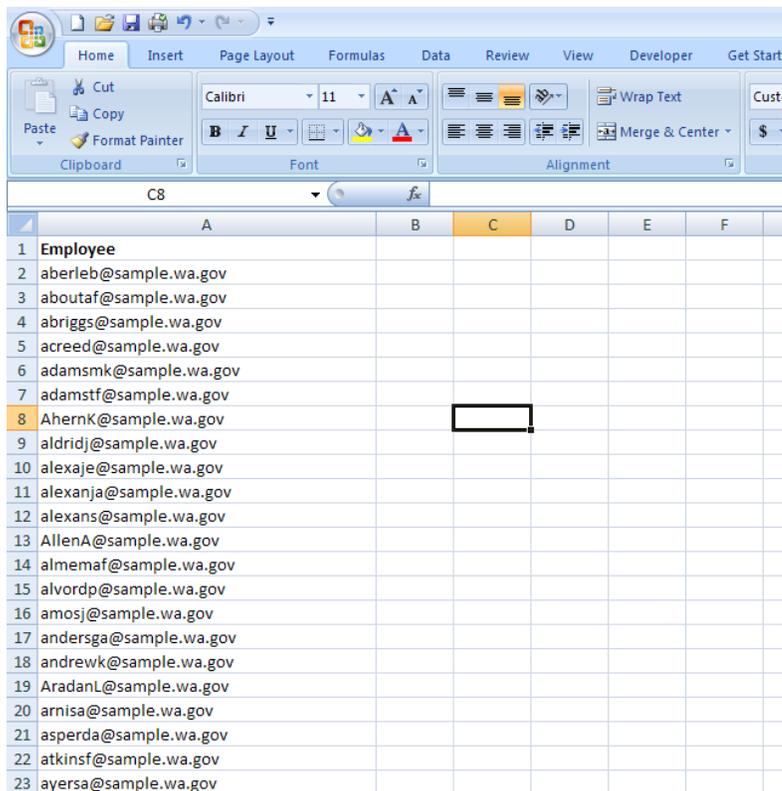
To determine how many employees you need to survey, please use the Sampling Calculator at commuteseattle.com/ctr/survey.

How Can I Randomly Select Employees to Distribute Surveys To?

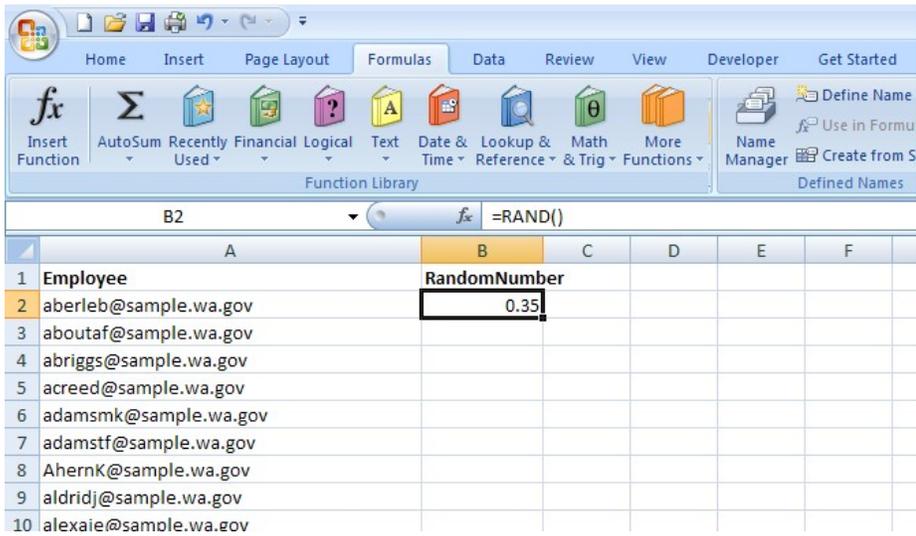
There are many ways to randomly select survey participants. You can use a free tool such as <https://www.random.org/lists/> to identify the emails of those selected. The employer **must be willing to verify the selection of a random sample**. Employees asked to complete the survey must be selected randomly.

The following step-by-step instructions show one approved way to randomly select the people to survey using Microsoft Excel.

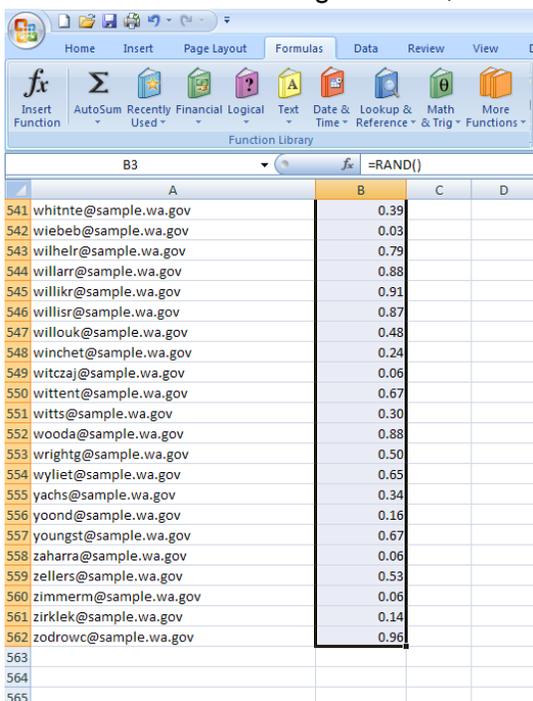
1. Identify how many random employees to distribute surveys to, and returned surveys required, for your worksite.
2. Obtain a list of all potential survey respondents (such as email addresses), and paste that list into the first column of a new excel workbook, as shown below:



- In the second column, go to Insert, then Function (or Formula, Insert Function), and insert the RAND function to generate a random number between 0 and 1 for the first cell in the list. You may need to reformat the cell so it shows the data as a number with a couple of decimal places. In the formula bar (to the right of fx above column B) you will see “=RAND()”.



- Copy and paste the formula in cell B2 to the rest of cells in Column B so all employees have a random number generated, the bottom of the list in this example shown below:



- The RAND function will update all of the numbers every time the cell is calculated, so you need to convert these random numbers to values. To do this, Select and Copy the entire B column, and Paste Special the column to Values. See the example below in which column B has been pasted as values. For cell B562, the formula bar now shows 0.573613283935054 instead of “=RAND()”.

	A	B	C	D	E
541	whitnte@sample.wa.gov	0.72			
542	wiebeb@sample.wa.gov	0.31			
543	willhelr@sample.wa.gov	0.95			
544	willarr@sample.wa.gov	0.88			
545	willikr@sample.wa.gov	0.32			
546	willisr@sample.wa.gov	0.88			
547	willouk@sample.wa.gov	0.81			
548	winchet@sample.wa.gov	0.85			
549	witczaj@sample.wa.gov	0.00			
550	wittent@sample.wa.gov	0.72			
551	witts@sample.wa.gov	0.76			
552	wooda@sample.wa.gov	0.65			
553	wrightg@sample.wa.gov	0.66			
554	wylliet@sample.wa.gov	0.18			
555	yachs@sample.wa.gov	0.89			
556	yoond@sample.wa.gov	0.30			
557	youngst@sample.wa.gov	0.26			
558	zaharra@sample.wa.gov	0.68			
559	zellers@sample.wa.gov	0.91			
560	zimmerr@sample.wa.gov	0.82			
561	zirklek@sample.wa.gov	0.84			
562	zodrowc@sample.wa.gov	0.57			
563					
564					

- Select columns A and B and sort by column B.

	A	B	C	D	E
1	Employee	RandomNumber			
2	witczaj@sample.wa.gov	0.00			
3	stevene@sample.wa.gov	0.00			
4	endersm@sample.wa.gov	0.01			
5	darlins@sample.wa.gov	0.01			
6	vesseyr@sample.wa.gov	0.01			
7	simmonh@sample.wa.gov	0.01			
8	mortons@sample.wa.gov	0.01			
9	gibbsth@sample.wa.gov	0.01			
10	thorniv@sample.wa.gov	0.01			
11	tawneyj@sample.wa.gov	0.01			
12	mearat@sample.wa.gov	0.02			
13	paterd@sample.wa.gov	0.02			
14	palazzm@sample.wa.gov	0.02			
15	conkllt@sample.wa.gov	0.02			
16	LovelaR@sample.wa.gov	0.02			
17	randazt@sample.wa.gov	0.03			
18	danas@sample.wa.gov	0.03			
19	dumlaob@sample.wa.gov	0.03			
20	adamsmk@sample.wa.gov	0.04			
21	roott@sample.wa.gov	0.04			
22	zodrowc@sample.wa.gov	0.57			

7. Select the number of employees to distribute surveys. For example, if a worksite had 3,000 employees, a minimum of 1,124 employees should randomly be selected to be surveyed. In the list sorted in step 6 above, you would request that the first 1,124 in the sorted list complete surveys. This will represent a random sample of all employees.

Note: You may wish to distribute more than the minimum number of surveys, as it can be challenging to get a 50%-75% response rate.