Key Concepts and Terminology

Survey: A tool used to reach a target demographic in order to probe and further understand a topic of interest.

Sample size: The number of people needed to participate in the survey.

Tradeoff in sample size determination: Lowering the type I error rate leads to a higher chance of a Type II error rate meaning (less power) but the benefit of large numbers is achieved. The best practice is sacrificing large numbers or sample size for more power (lower Type II error rate).

Sample size (ss) calculation:

$$ss = \frac{\dfrac{z^2[p(1-p)]}{e^2}}{1 + [\dfrac{z^2[p(1-p)]}{e^2 N = 14.8 mil}]} = \frac{1629}{1.00} = 1629$$

$$p = 0.25, e = 0.025, z = 2.33, N = source^1$$

$$ss = \frac{z^2 sd(1 - sd)}{e^2} = \frac{1629}{1.00} = 1629$$

$$sd = 0.25, e = 0.025, z = 2.33$$

[1] https://adaa.org/understanding-anxiety/depression/facts-statistics // https://adaa.org/understanding-anxiety/facts-statistics