Employee Engagement Survey 2026: Sampling Strategy Report

November 28, 2025

1 Summary

Last year's full census (12,000 sends and about 4,200 completes) cost $63k and caused complaints about too many surveys. Stratified random sampling by department and region gives the right level of accuracy with a lot fewer invites:

- Thing total sends: 2,800

- Thing Expected completes (35% RR): about ~980

- Price: $14,700 ($15/for each) – 77% offthing

- Overall eNPS MOE: ±3.9% (95% CI)

- Subgroups (like Engineering APAC): ±6.2%

2 Population Breakdown

(as of November 28, 2025: 12,000 employee)

Department	% Pop	N	Region Split	Min. Completes Needed ($p = 0.5$, ±4% overall / ±6–7% subgroup)
Engineering	40%	4,800	US 50%, EMEA 30%, APAC 20%	385 (overall)
Sales	30%	3,600	US 60%, EMEA 25%, APAC 15%	289
Support	20%	2,400	US 40%, EMEA 40%, APAC 20%	192
Other	10%	1,200	Even split	96
Total	100%	12,000	-	~962 (SRS baseline)

Table 1: FPC applied below for infinite pop conservative estimates.

3 Calculating Sample Size

Formulas ($z = 1.96$, conservative $p = 0.5$):

$$n_0 = \frac{z^2 \cdot p \cdot (1 - p)}{e^2}$$

$$n_{\text{adj}} = \frac{n_0}{1 + \frac{n_0 - 1}{N}} \quad \text{(FPC)}$$

$$\text{sends} = \frac{n_{\text{adj}}}{0.35} \quad \text{(RR)}$$

With oversampling juniors (15% of the population but a goal of 25% of the sample for a $\pm 6\%$ MOE):

Stratum	Req. Completes	Req. Sends (35% RR)	% of Sample
Eng US	220	629	22%
Eng EMEA/APAC	165	471	17%
Sales	200	571	20%
Support/Other	150	429	15%
Junior Oversample Buffer	245	700	25%
Total	980	2,800	100%

Table 2: After FPC/RR, the design effect is 1.05 for mild clustering.

4 Cost & Timeline

- Cost: $14,700 (980 completes $\times$ $15) instead of $63k last year

- Fielding: 2 weeks (same as census, but less data means faster analysis)

- Less tired: about $\sim 23\%$ of the population vs. 100%

5 Risks & Ways to Reduce Them

- Low response from APAC (28% vs. 35% globally): Send invites in the language of the area; weight results by pop/sample %.

- Junior non-response: If RR is less than 30%, add an SMS nudge wave and a $2,000 budget.

- If RR drops to 30%, 840 completes will lead to a MOE of $\pm 4.2\%$, which is still possible

6 Suggestion

Go ahead and send 2,800 stratified messages. Gets useful information about problems like remote tools in EMEA support for a lot less money. Look over the post-field for planning actions for Q1.