Stacey Barr Pty Ltd
the Performance Measure Specialist
ABN 57 129 953 635
PO Box 422 Samford
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Phone: 1800 883 458
info@staceybarr.com
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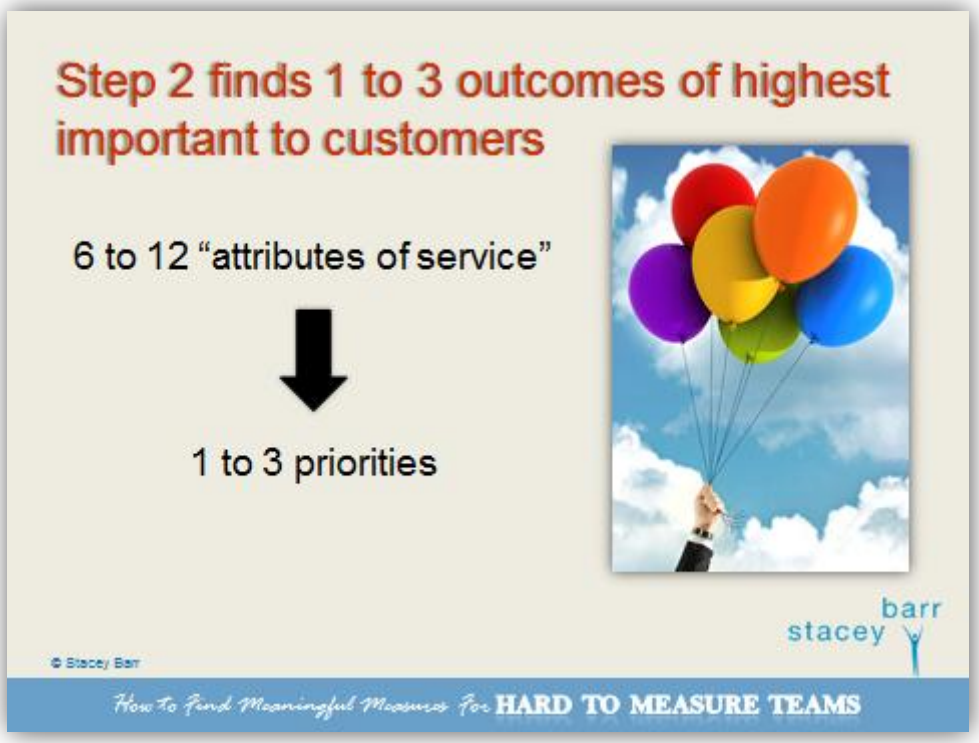

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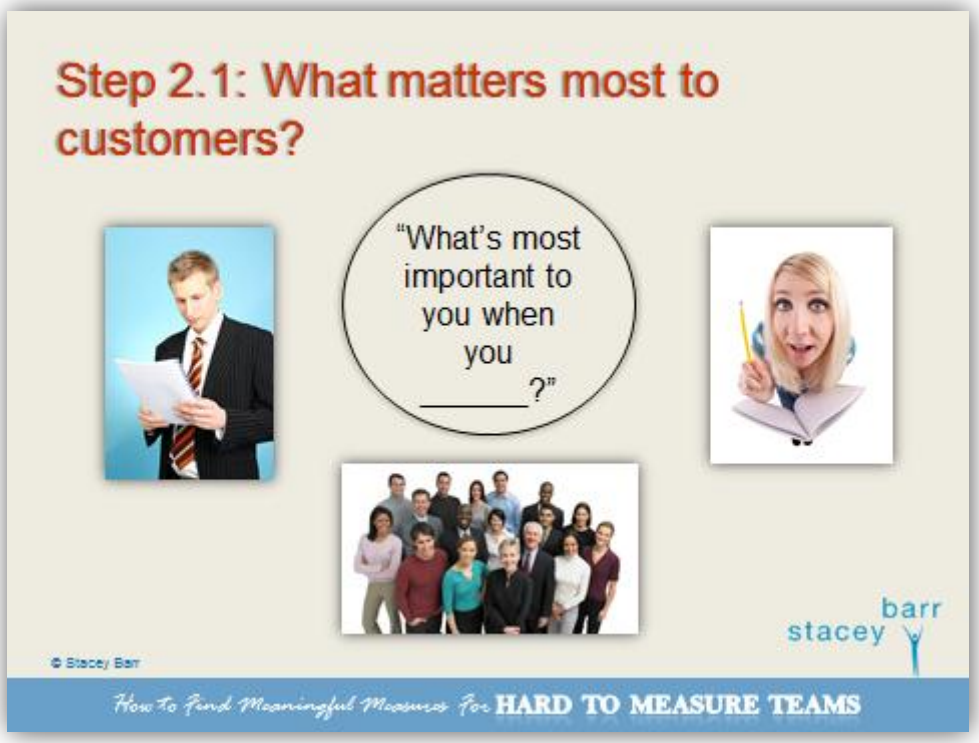

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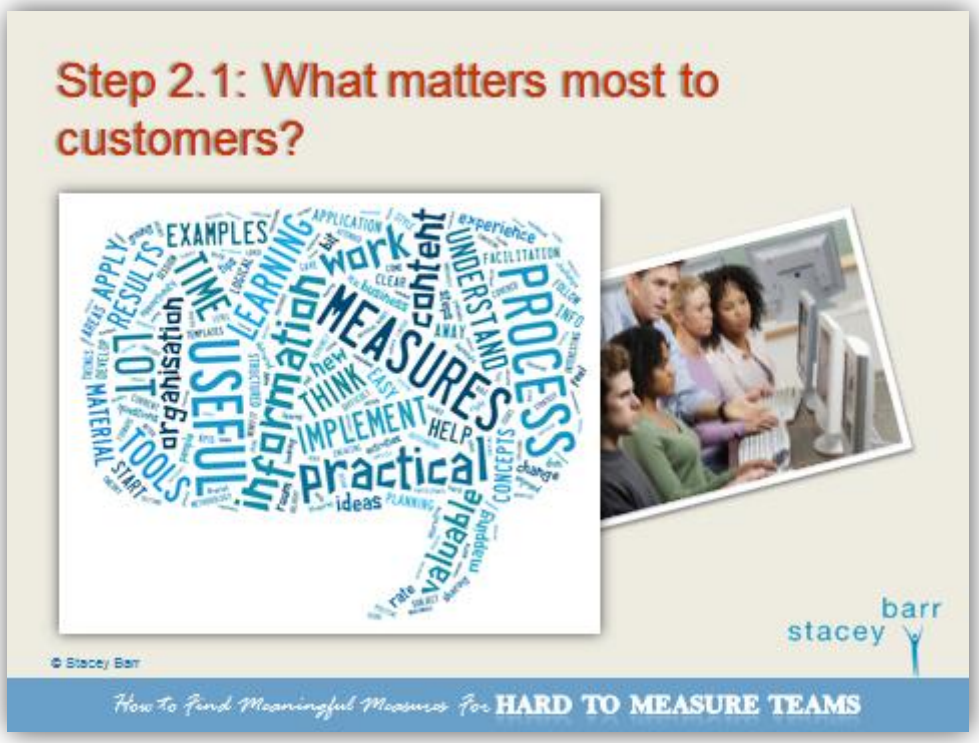

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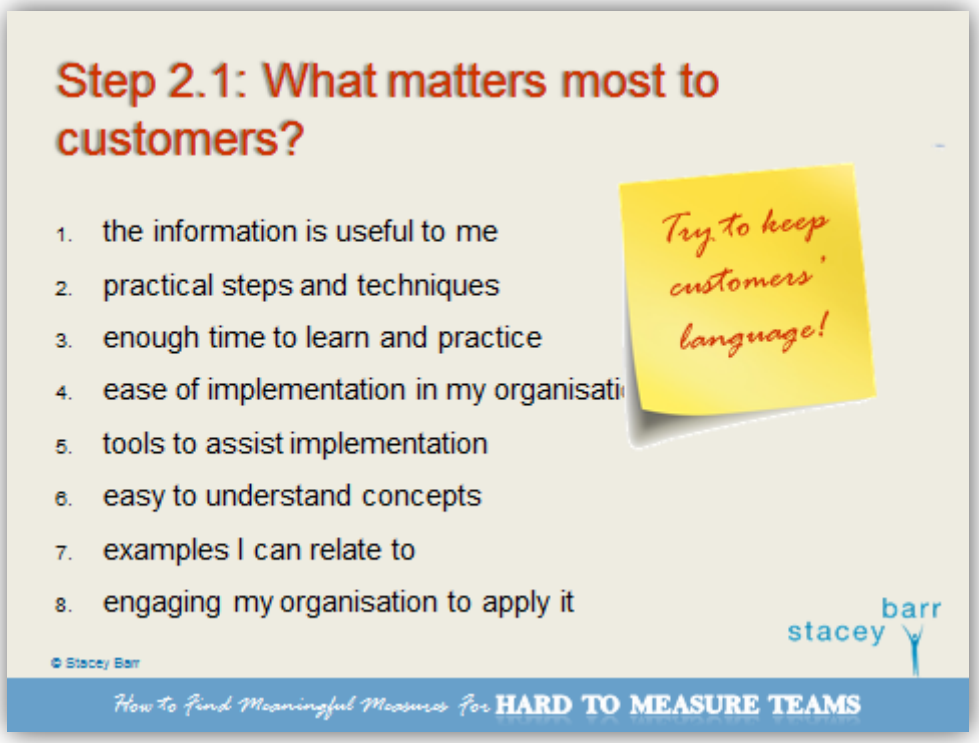

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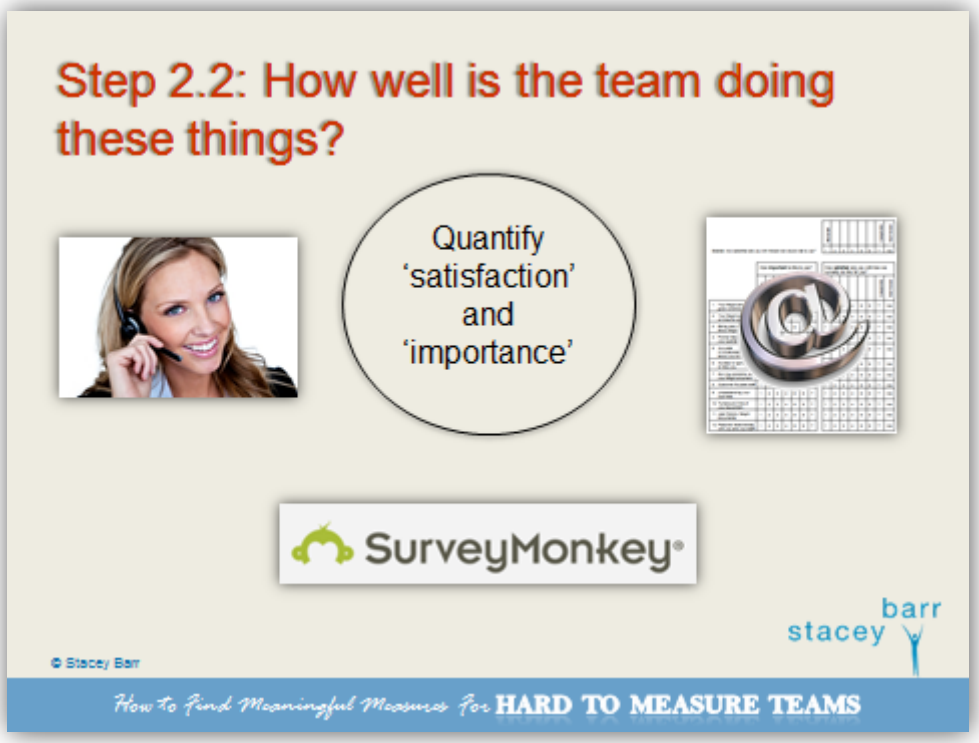

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A guideline* on sample sizes…

Total number of customers	Expected average rating on 7-point scale (from pilot test)	Majority of values range over ratings…	Estimated samples size for 95% confidence	Adding a buffer for non-response
100	3.8	3 to 5	45	49
100	3.8	2 to 6	65	72
100	5.5	5 to 6	27	30
100	5.5	4 to 7	50	55
1000	3.8	3 to 5	73	80
1000	3.8	2 to 6	151	165
1000	5.5	5 to 6	35	39
1000	5.5	4 to 7	90	100

**DEFINITELY a guideline only – there is some lovely mathematics behind these numbers!*

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How to Find Meaningful Measures For HARD TO MEASURE TEAMS

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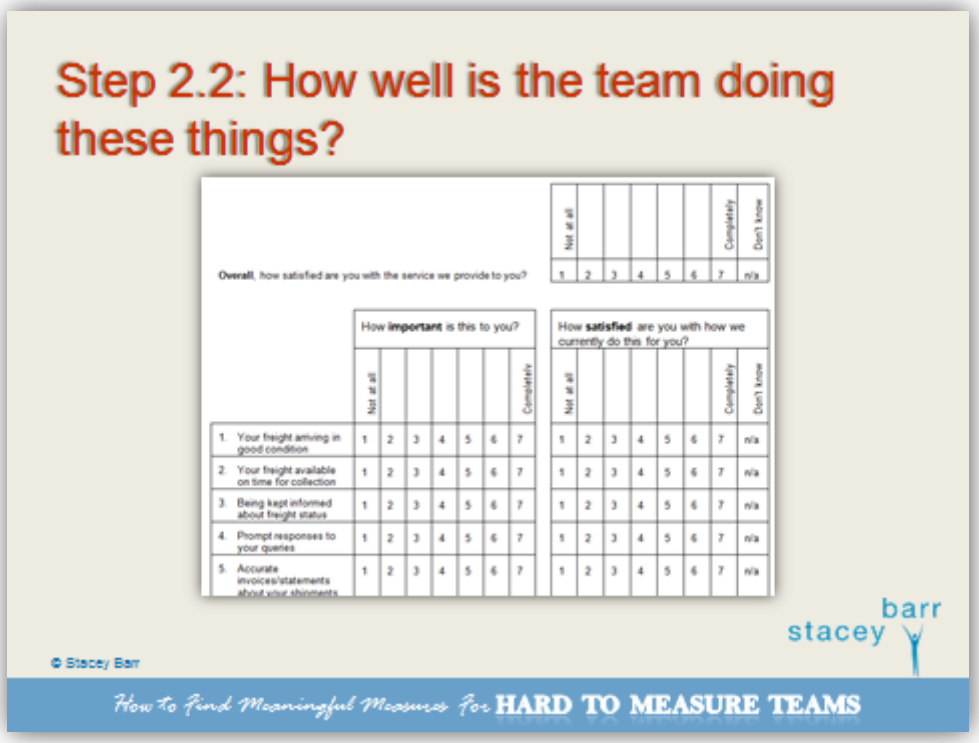

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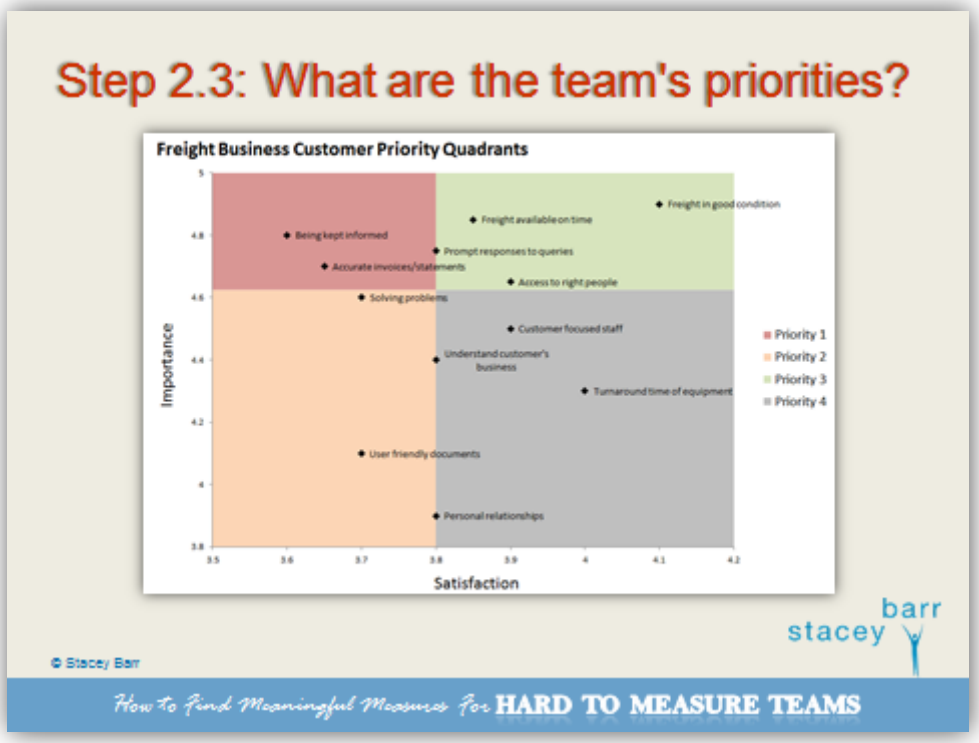

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