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PRESS RELEASE

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FOR IMMEDIATE RELEASE

PHA SURVEY EXCEEDS GOAL JUST HALFWAY THROUGH JANUARY

On January 5, 2015, the Peoria Housing Authority officially opened their 2015 public opinion survey. The survey was designed by the PHA communications team as a way to gauge current knowledge of PHA activities, as well as get a general perception of the PHA.

The PHA staff had determined that roughly 600 responses would need to be analyzed in order to have an 85% confidence level of the accuracy of the answers, with a margin of error of three. These responses would have provided the PHA team with sound information to then base their communications strategy off of in the year 2015.

After only 10 days of being available, the PHA is pleased to announce that we have exceeded our goal, and have now collected 700 responses! With 15 days left in the comment period, we have decided to increase our goal to 1,062 responses; the higher number of responses will allow us to increase our confidence level from 85% to 95%, and we believe this is highly achievable.

For those who have not taken the survey, please help us out! The survey can be viewed at www.peoriahousing.org/survey. If you have taken the survey, please feel free to share it with your family, friends, neighbors, and colleagues. We sincerely appreciate the time everyone has taken to help us collect this information, and look forward to utilizing it in 2015.

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