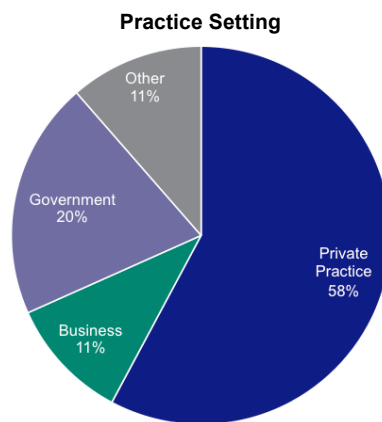


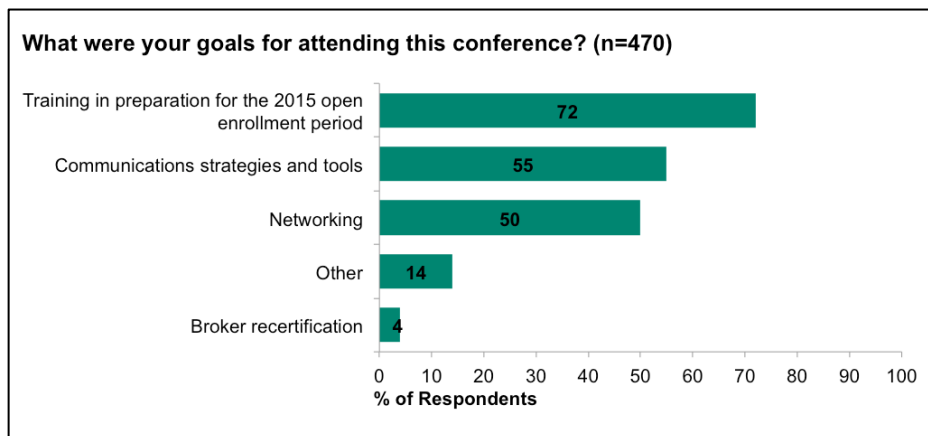
Survey Analysis Basics

Multiple Choice: These questions provide a finite list of response choices for respondents to select from.

- Multiple choice questions yield “categorical” data. These data have no ordering to them. For example, ethnicity questions are often multiple choice. While each category may be assigned a number, then numbers are purely to distinguish categories and have not numerical values.
- Categorical data is most often analyzed by calculating the percentage of respondents who selected each response choice.
- For “select one” questions, the percentages should add up to 100%. In the example below, the percentages sum to 100% because respondents were only able to select one response choice.

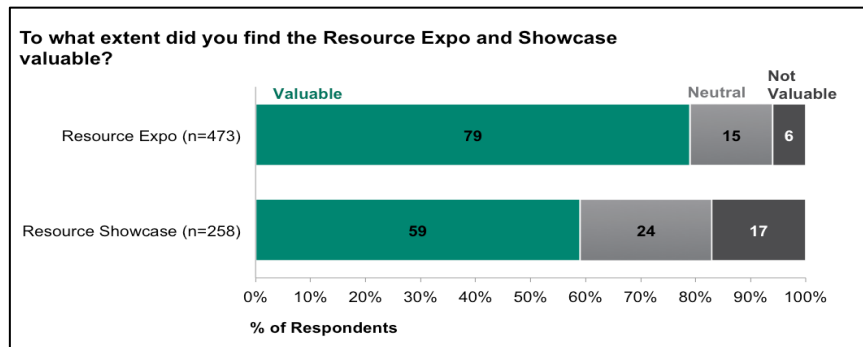


- For “select all that apply” questions, the total percentage may be more or less than 100%. In the example below, each category is associated with the percentage of respondents that selected that answer but because respondents could each select more than one answer, the sum of the percentages is 195%.



Scales: These questions ask respondents to select a single rating along a continuum of equally spaced options.

- Scale questions yield “ordinal” data. These data have an order to them, but the intervals between each number are arbitrary. For example, on a 1-5 scale from strongly disagree to strongly agree, the difference between “4: agree” and “5: strongly agree” is one point as is the difference between “3: neither agree nor disagree” and “4: agree” but we can’t say for sure that the difference in experience between these two situations is the same.
- Ordinal data should be analyzed like categorical data: by looking at the percentage of respondents who selected each response. The sum of the percentages should add up to 100%.



- You will see people calculate the average of scaled data (aka 4.23 on a 5 point scale), thus treating their ordinal data like “interval” data where the distance between numbers is meaningful (e.g., income, age, weight). If there are a huge number of respondents, this is sometimes acceptable but tends to be very hard to interpret. What does a 4.23 on a scale where 4 is “agree” and 5 is “strongly agree mean??

Open-ended: These questions do not provide any prepopulated response options, rather ask respondents to type in their unique answer.

- Open-ended questions yield qualitative data (most commonly).
- Qualitative data should be thematically coded and reported using quotations to support themes and conclusions.

Enhanced Collaboration	<i>“After attending the presentation on [Health Coverage Guide]/Broker partnering, I made contact and met with a Certified Broker in my neighborhood who would be delighted to take care of my referrals.”</i>
Utilized Resources	<i>“The handouts that were given were particularly helpful. I put the information in a binder and still refer to it when I need a reminder.”</i>