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Surveys for Non Profits

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training

Surveys for Non Profits

Workshop Objectives

- Approaches to Survey Administration
- The Two Main of Survey Error
- The Tailored Design Method
- Writing Survey Questions




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Surveys Defined

A survey is a systematic method for collecting information from a relatively large, usually representative sample of people who share certain common characteristics relevant to the questions under study. Surveys may be delivered in a variety of different formats but they usually emphasize closed-ended questions that ask respondents to select answers from a series of pre-defined answer choices.




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Methods of Survey Administration


	Mail	Phone	On Site	Face-to-Face	Internet
Cost	Moderate+	Moderate +	Low	High	Low
Ease of Administration	Moderate	Depends	Easy	Difficult	Easy
Length	Moderate	Short	Moderate	Long	Long
Response rate	Low	Moderate	Low	High	Low
Ease of data entry	Depends	Easy	Depends	Moderate	Easy
Our Focus Today	✓				

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Survey Error


- Sampling error
- Non response error ←
- Measurement error ←
- Data entry error
- Data interpretation / analysis errors ←

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Factors Influencing Non Response EG3

- Factors related to the ask
 - ❖ Presence or absence of introductory letter
 - ❖ Respondents interest / commitment to topic
 - ❖ Use of incentives
 - ❖ Consistent follow-up with nonrespondents
- Factors related to the task
 - ❖ Effort required to complete the survey


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Tailored Design Method

Establish Trust Increase Reward Decrease Cost

- Authority
- Importance
- Ask for advice
- Leverage group identity
- Offer Incentive
- Make questionnaire interesting
- Be polite
- Keep questionnaire short
- Clear instructions
- Clean graphic design

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Questionnaire Architecture


Efficiency

Use matrix items
Group similar items together

Sign Posts

"Now we would like to ask you some questions about your experiences during treatment."

Simplify Navigation


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Visual Design

Symmetry

Did you personally drive a car or other vehicle work today? Yes ___ No ___

Did you personally drive a car or other vehicle work today? 


Yes
No

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Visual Design


- ❖ White space
- ❖ Use leaders if possible
- ❖ Single side printing
- ❖ Keep all the responses to a question on the same page
- ❖ Use arrows, rules, etc appropriately

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Survey Process


- Announcement letter
- Initial mail drop
- First reminder card
- Second mailing ← Assumes you have kept track of non respondents
- Final reminder card

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All Communications Should:


- ❖ Ask for respondents help and advice
- ❖ Leverage group identity if appropriate
- ❖ Avoid subordinating the respondent
- ❖ Give a realistic estimate of the effort required

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All Communications Should Also:


- ❖ Emphasize the importance of the survey
- ❖ Be polite
- ❖ Be Personalized
- ❖ Well coordinated

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Incentives


- Cash
- Lotteries
- Charitable donations

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Incentives

	Response Rate
No incentive	54%
Lottery (\$300) prize	58%
Cash (\$2 Bill)	73%

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Recap the Process



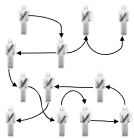
Invitation	Initial Survey	Reminder	Second Survey	Final Contact
<ul style="list-style-type: none"> • Personalized • Requests assistance 	<ul style="list-style-type: none"> • Personalized • Second letter • Include incentive 	<ul style="list-style-type: none"> • Sends thanks • Serves as reminder to non responders 	<ul style="list-style-type: none"> • Personalized • Sent only to non respondents 	<ul style="list-style-type: none"> • Regular letter • Certified letter • Telephone call
①	②	③	④	⑤

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Sampling 101

- Random
- Convenience
- Snowball

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Random Sampling


- Every one in the study population has an *equal* chance of being in the study
- Random sampling allows you to compute the *statistical significance* of your findings

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Variable Types

<u>Independent</u>	<u>Dependent</u>
Driver	Outcome
Factor	
Cause	
Lever	


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Data Types

Collapse Down ↓


• Ratio	True Quantities
• Ordinal	Ranking Only
• Categorical	No component of amount

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Recoding Data

- Ratio to categorical
 - ❖ Ages to age groups
 - ❖ Incomes to income categories
 - ❖ Scores to letter grades
- Ordinal to Ratio
 - ❖ Test scores
 - ❖ Attitudinal measures

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Straight Tabs

I feel my counselor really cares about me:

	N	%	Valid %
Strong Agree	21	13%	14%
Somewhat Agree	29	18%	19%
Somewhat disagree	14	9%	9%
Strongly disagree	5	3%	3%
Missing	12	7%	
Total	81	100%	100%

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Graphs for Univariate Analysis

- For categorical data use pie charts

Strong Agree
 Somewhat Agree
 Somewhat disagree
 Strongly disagree

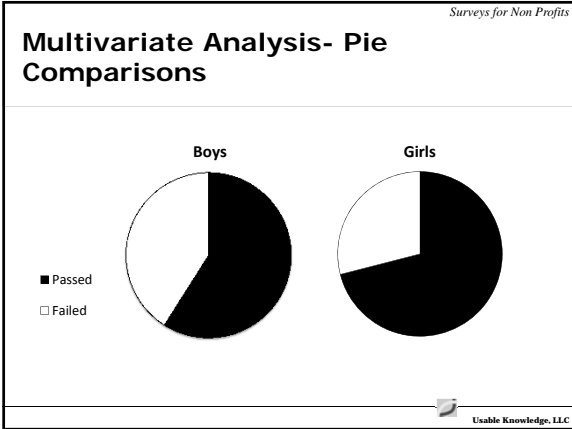
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Multivariate Analysis- Crosstabs

		Gender		
		Boys	Girls	Total
Outcome →	Test Results →	Passed	Failed	Total
		59%	41%	100%
		71%	29%	100%
		65%	35%	100%

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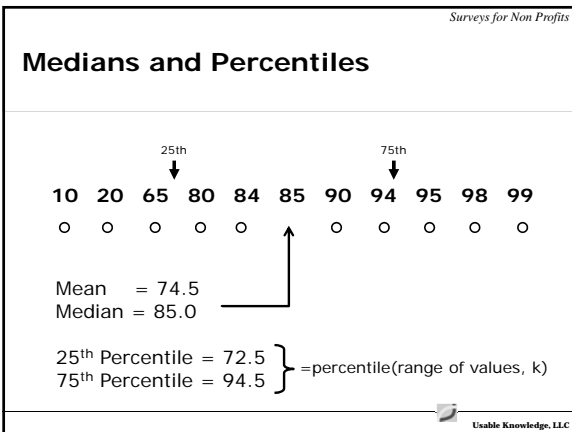


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Summarizing Ratio Data

- Measures of central tendency (averages)
- Measures of dispersion


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Working with Quantitative Data

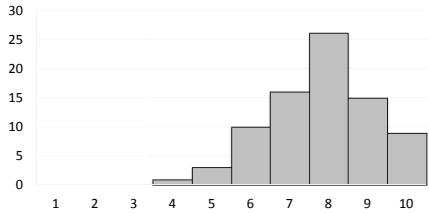
- Summary statistics
 - ❖ Mean
 - Excel {=average(range of values)}
 - By hand $\{(o1+o2+o3+o4)/4\}$
 - ❖ Median
 - Excel {=median(range of values)}


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Graphs for Univariate Analysis

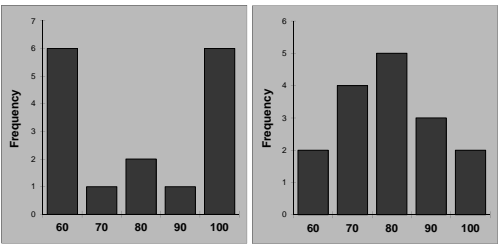
- For ratio data use histograms




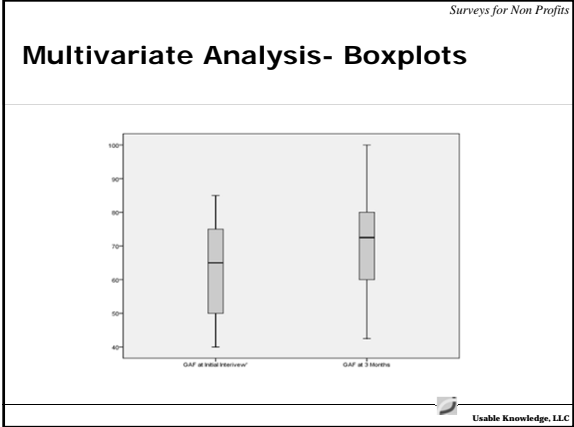
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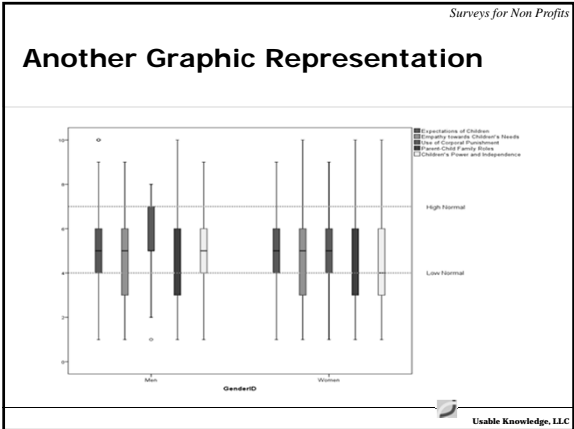
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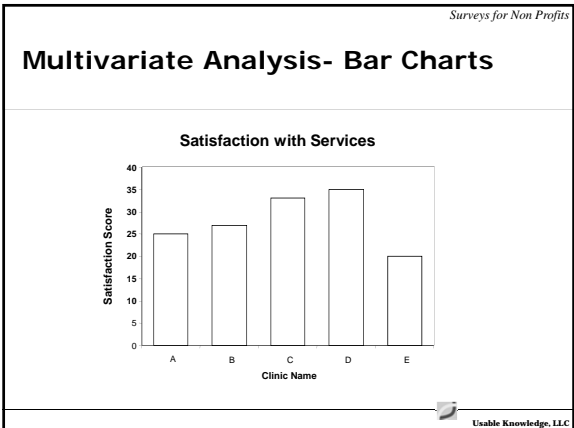
Two Interesting Histograms



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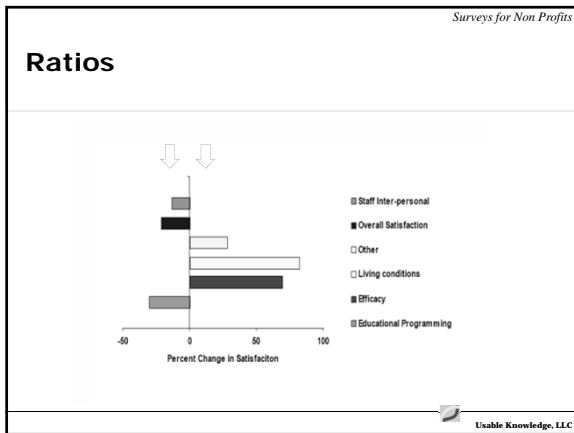
Ratios

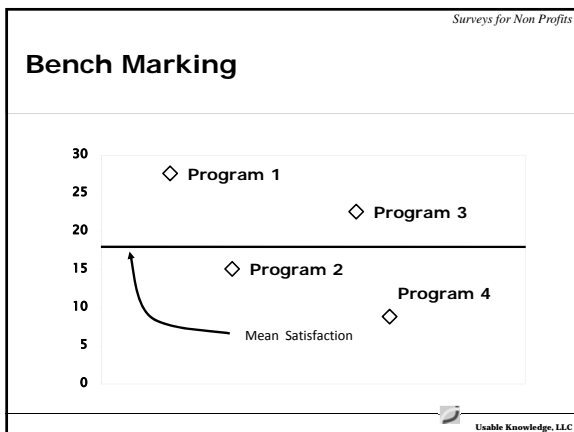
Trends in Consumer Satisfaction 2000 - 2001

This report compares results of the 2000 consumer satisfaction survey with those of the 2001 survey. In reviewing these data, please be aware that a lower number indicates HSI/HEI levels of satisfaction. Percentage change, on the other hand, is scaled such that a higher number represent an improvement from the previous year. Again, the overall level of satisfaction reported by B/CW residents was high.

Bridge Apartments	2000	2001	% Change
Overall Satisfaction			
Overall, I'm satisfied with the program's efforts to help me manage my psychiatric illness.	1,200	1,286	-7.1
Overall, I am very satisfied with the Beacon of Hope House program.	1,000	1,143	-14.3
Staff Inter-personal			
The staff is sensitive to my ethnic and cultural background.	1,600	1,214	24.1
My case manager is available to meet with me when I need him or her.	1,200	1,154	3.8
I am always comfortable talking with the staff when I have a personal problem.	1,600	1,462	8.7
The staff is helpful whenever I need assistance.	1,000	1,500	-50.0
Efficacy			
The procedure for filing and airing grievances is fair and impartial.	1,400	1,429	-2.0

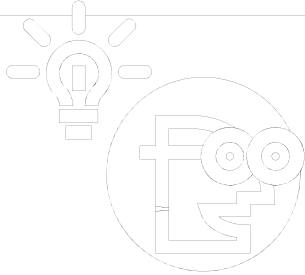
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Telling Stories with Data



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Thanks for Attending

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