Designing Client Satisfaction Research:

Pilot online sessions for CALD community workers

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Rocellita Lacsina
NCOSS Program Delivery Officer

with Amy Lawton
WESTIR Social Research and Information Officer

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Session 2

Client Satisfaction Research:
Session 2: Principles and tips for great results

Acknowledgment of Country
Group agreements
Recording

In this session, we will discuss:

10:35	Designing and Testing Questionnaires
11:00	Doing Fieldwork & Managing Responses
11:30	Analysing and Reporting Data
11:55	Using Menti to get feedback
12:00	Close

ACKNOWLEDGEMENT AND DISCLAIMER

Content for these two sessions were adapted (with revisions) by NCOSS from a video series that was originally developed by Survey Matters for NCOSS, under funding from Community Sector Banking. While we have made every attempt to ensure accuracy and reliability, neither NCOSS nor Survey Matters is responsible for any errors that may result from the use of information in these materials. All content is provided 'as is', with no guarantee of completeness, accuracy, timeliness, or results obtained from their use.

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Our reference material: NCOSS video series on Customer Satisfaction Survey
https://www.ncoss.org.au/sector-hub/sector-resources/ncoss-customer-satisfaction-survey-toolkit/

NCOSS Customer Satisfaction Survey toolkit was developed in partnership with Survey Matters under funding from Community Sector Banking.

1. Designing and Testing Questionnaires

Why do we take pains to design and test questionnaires well? In order to achieve results that are:

RELIABLE (CONSISTENT)

If you repeat the survey under the same conditions with the same participants, the results will remain **consistent**.

Scenario:

Will your participants change their answers depending on-

- who's asking the questions (e.g. phone survey with different callers)?
- the tool you use (online or paper)?

If so, you might need to rethink your survey/research design.

Last session, we looked into the two major methods for doing research: quantitative and qualitative. This session, we will focus a bit more on SURVEYS, specifically those that use QUESTIONNAIRES.

Putting together a questionnaire is pretty much common sense, it's not rocket science. But there are a few guidelines and tips in order to achieve the best results.

But first, we look at the reasons why it's important to design and test questionnaires well: **RELIABILITY AND VALIDITY** of results.

Why do we take pains to design and test questionnaires well? In order to achieve results that are:

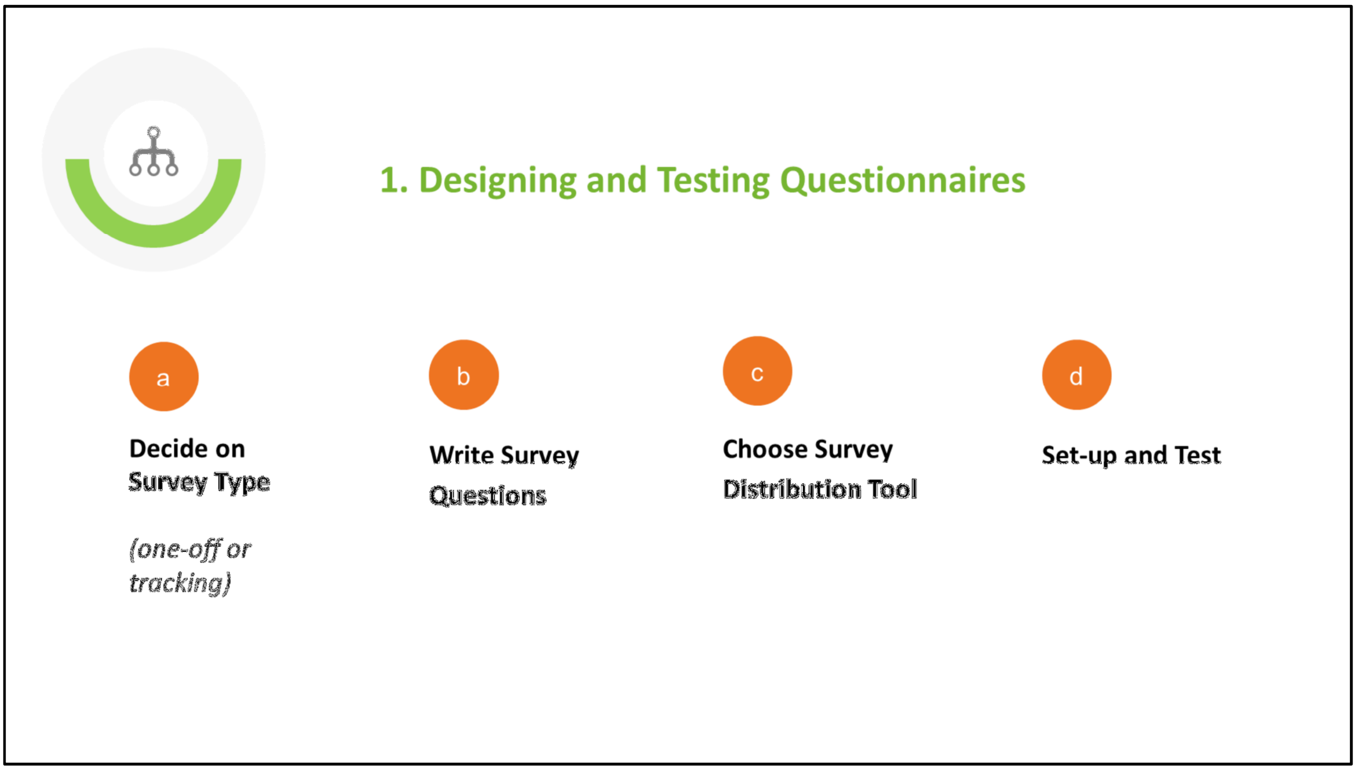
VALID (ACCURATE)

Are the results (e.g. participants answers) really measuring what they are supposed to measure? Are your questions designed to capture *accurate* answers?

Simple example

How satisfied are you with the training and on boarding of volunteers?

- This is a 'double-barrelled' question. What if the participant is satisfied with the training, but not the on boarding? How do you know if their answer is referring to one and not the other? Or referring to both?
- Also, does everyone know what 'on boarding' means? (Beware of using jargons).



This slide is a simple outline of the basic process when designing questionnaires.

a. Decide on survey type.

One-off survey

- Information collected at one point in time
- Survey is administered to a single sample
- Measures data or opinion about one particular situation, at a single point in time.

Tracking surveys

- Information collected over multiple time periods.
- Seeks to understand any changes over time.
- Uses the same set of questions, so answers can be compared between time period A and time period B.
- Examples are "pre" and "post" event feedback and annual surveys.

There are two main types of survey:

Once-off survey

- This is information collected at a single point in time. And it typically surveys a small group of people from a larger population, to gather opinions about one particular situation or issue.
- This might include a survey about participation in a one off event or service.

The second type of survey is a tracking survey.

This is a survey that collects information over a longer period of time, or at different points in time.

- Tracking surveys help us look at trends over time.
- They are typically used to look at changes at designated times to improve service provision. E.g. annual client satisfaction surveys,

- When conducting a tracking survey, it is essential to have continuity. Keep your key questions (and outcome measures) identical from one time point to another. This way, you can make consistent comparisons over time.

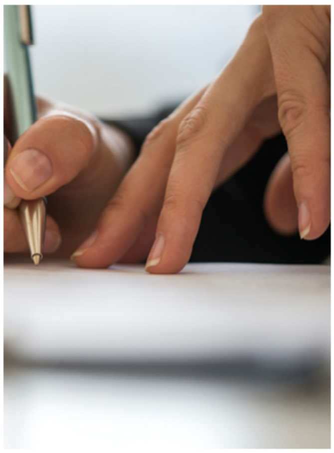
Check out these survey templates on NCOSS website.

https://www.ncoss.org.au/sector-hub/sector-resources/ncoss-customer-satisfaction-survey-toolkit/

- One-off group or community event
- Annual client satisfaction survey
- One-off training or capacity building session
- Volunteer satisfaction survey

Survey Matters and NCOSS have put together a few sample survey templates which you may further customise for your own use. Please note that these are examples only, to serve as starting points. The templates are not meant to suit everyone’s purpose.

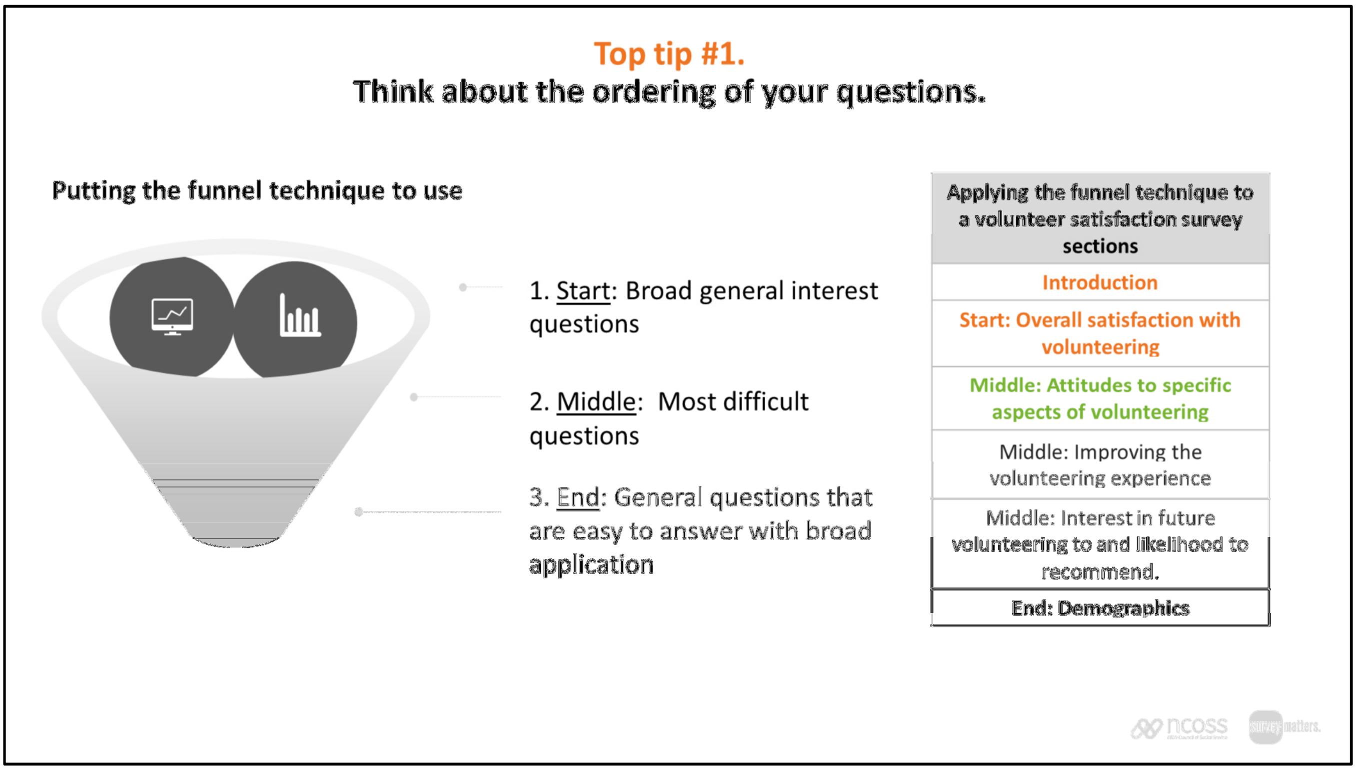
b. Write your survey questionnaire.



- Think about your question order.
- Word your questions well.
- Consider the type of questions you ask.
- Think about your rating scales.
- Assess your survey length.

After you have decided on the type and frequency of the survey you are conducting, you are able to start writing your questionnaire.

The most important thing here is to make sure your questionnaire answers your key research questions.



- The order questions appear in your survey can directly impact the responses you are collecting
- Items on a questionnaire should be grouped into logical sections, to make it easier for respondents to complete
- Some researchers recommend the ‘funnel’ technique to structure questionnaires.

The first important thing to consider is your question order.

The order questions appear in your survey can have a big impact on the responses you collect. Questionnaires should follow a logical order because grouping similar questions together makes the questionnaire easier to complete. One way to ensure you are following a logical order is to use the funnel technique. This technique starts with asking broad questions, places the most difficult questions in the middle, and ends with easy-to-answer personal or demographic questions.

1) INTRODUCTION. Start with an introduction. Inform your participants about-

- purpose of your survey and how results will be used
- confidentiality and privacy
- contact details for queries and concerns

2) After survey introduction, apply the funnel technique.
Start with broad overarching questions. In this example, we start at asking about overall satisfaction with volunteering, without going into any specific aspects of the experiences yet. We might also ask about the most rewarding aspects of volunteering, again at high level. We usually do this before getting into specific elements, to give participants the opportunity to provide their ‘top of mind’ feedback.

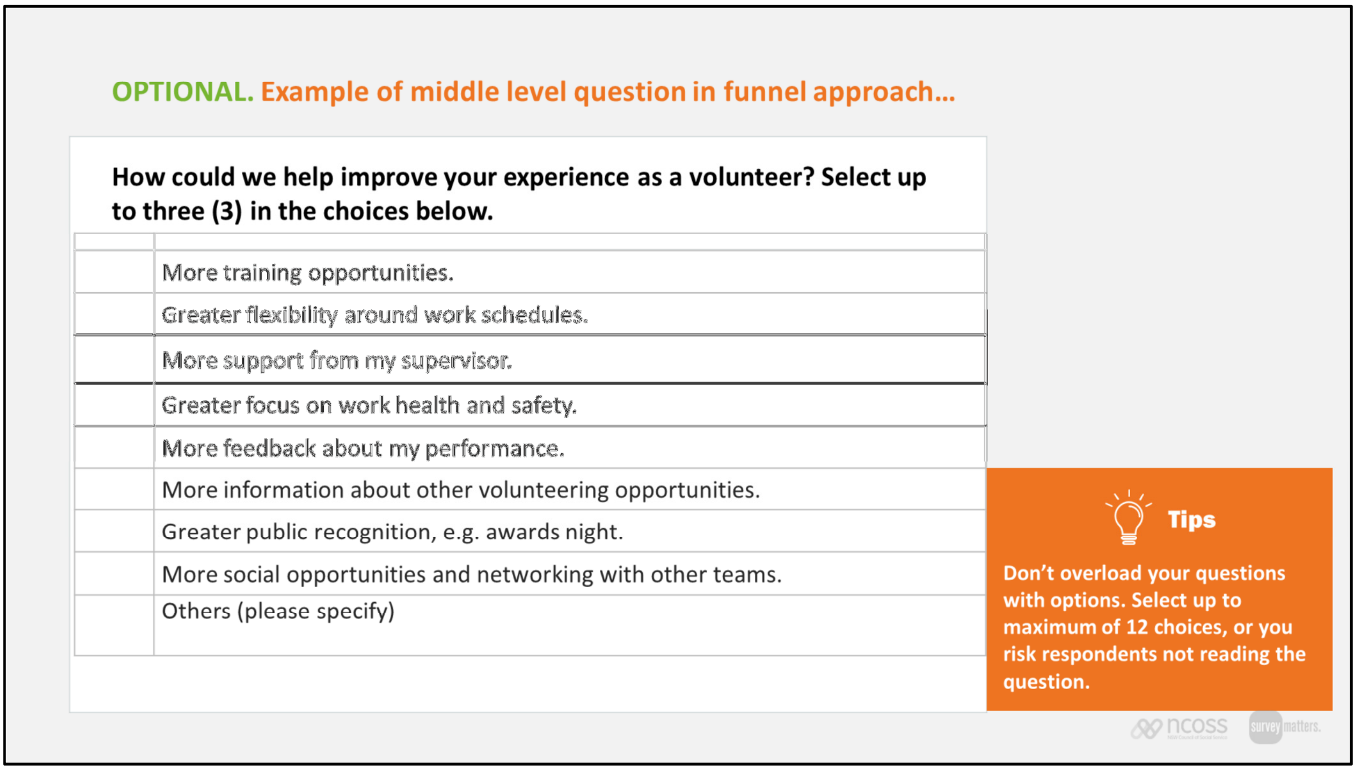
OPTIONAL. Example of "middle level" questions in funnel approach.

How much do you agree with the following statements?	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I feel valued by (organisation).					
Volunteering with (organisation) has enhanced my overall sense of wellbeing.					
Volunteering with (organisation) has taught me new practical skills.					
Volunteering with (organisation) has increased my sense of connection to my local community.					

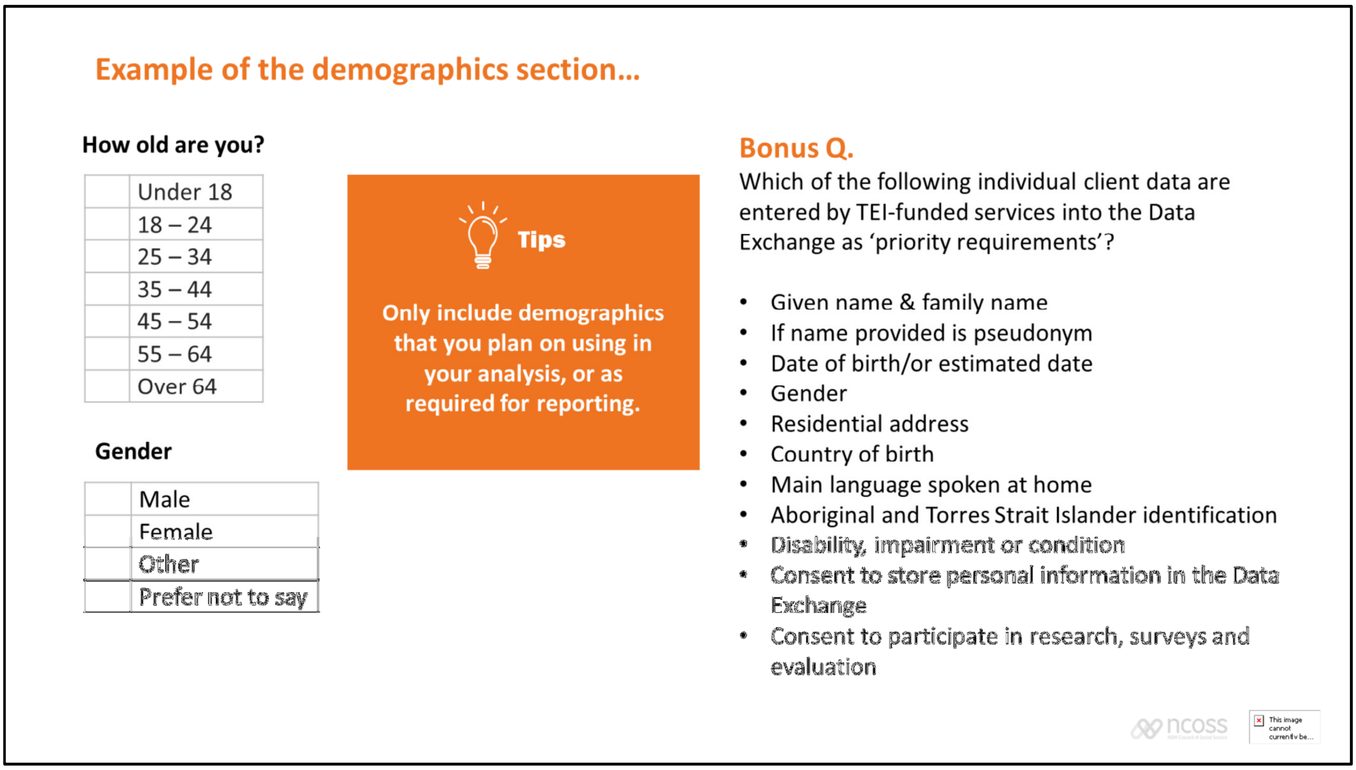
Were you provided with training for your volunteering role?

	Yes
	No
	Don't know / can't remember

We then move onto the middle section of the funnel, which addresses the more 'difficult' questions. As you can see , we could ask about specific elements of the volunteering experience, such as their sense of being valued, enhancement of wellbeing, acquiring new skills and increased community connection.



- Don't overload your question with too many multiple choices. We recommended no more than 12 options.
- Keep your statements clear.
- Avoid overlapping statements.



The final part of the funnel technique is asking broad, easy to answer questions. These take less mental load than other questions, as the answers should be well known to participants.

This section is quite straight forward and includes basic demographic details about an individual, such as age and gender.

- You can also ask other questions in this section that might be relevant, such as length of volunteering and location.
- Only include demographics that you plan on using in your data analysis, or as required by your reporting requirements. It is good practice to NOT collect more personal information than you need. We go into this in more detail in Video 6 when we talk about Privacy.

Bonus Q: All of the above are priority requirements known as Minimum Data Set in DEX (Data Exchange).

Top tip #2. Word your questions carefully.

Q. What's wrong with the questions below…?

X

Overall, how satisfied were you with your experiences in volunteering and training with us?

X

Asked to donors
Do you have any suggestions to improve the volunteering experience of our volunteers?

X

In the near future or beyond, do you intend on volunteering directly with us?

X

Were you provided with excellent training for your volunteering role?

Top tip #2 *(con't).*
Word your questions carefully.

GUIDELINE	X NOT GOOD	√ GOOD
Make sure you are asking only one question at a time.	Overall, how satisfied were you with your experiences ***volunteering and training*** with us?	Overall, how satisfied were you with your experience ***volunteering*** with us?
Ensure the person you are asking the question is able to answer it.	Question to donor or funding body: Do you have any suggestions to improve the volunteering experience of our volunteers?	Question to volunteers: Do you have any suggestions to improve your volunteering experience with us?
Use clear and simple language.	In the near future or beyond, do you intend on volunteering directly with us?	How likely are you to volunteer with us in future?
Do not lead a person to answer a certain way.	Were you provided with ***excellent*** training for your volunteering role?	Were you provided with training for your volunteering role?

Once you have thought about your survey order, and have a broad questionnaire plan, you can start writing, or crafting, your survey questions.

- Firstly, and probably the most important - make sure you are asking only one question at a time. For example, 'Overall, how satisfied were you with your experience volunteering for (organisation)?' This question is good as it asks about one topic only. In contrast, if you were to ask 'Overall, how satisfied were you with your experiences volunteering and training with (organisation)?', it would be impossible to tell if your respondents were answering about volunteering OR if they were answering about training.
- Secondly, ensure the person you are asking the question is able to answer it. There is no point in asking your *donors* a question about volunteering as it is not relevant to them.
- Thirdly, use clear and simple language. While this may seem like common sense, make sure you get your questions across quickly. You risk overburdening and irritating respondents if questions are too complicated, potentially leading to incorrect answers or high drop-out rates.
- Finally, do not lead a person to answer in a certain way. For example, 'Were you

provided with excellent training for your volunteering role?'. The use of the word 'excellent' here leads the respondent to think that the training may be well-regarded in the industry and is of high standard, making them more likely to agree with this statement.

Top tip #3.
Consider the type of questions you ask.

Q. Do you have a preferred type of question that you tend to use more often than the other types?

Multi-response

Allows respondent to select more than one response.

Example

How could we improve your experience as a volunteer? Select up to three (3) answers below.

- ❑ More training
- ❑ Greater flexibility
- ❑ Opportunities to volunteer more often
- ❑ More support from my supervisor
- ❑ Greater focus on health and safety
- ❑ More feedback about my performance
- ❑ Other, please specify...

Single response

Allows respondent to select one response only.

Example

Overall, how satisfied were you with your experience volunteering for (organisation)? Tick one only.

- ❑ Extremely dissatisfied
- ❑ Dissatisfied
- ❑ Neither satisfied nor dissatisfied
- ❑ Satisfied
- ❑ Extremely satisfied

Open-ended

Allows respondent to type in their own response.

Example

Do you have any suggestions to improve the volunteering experience in (organisation)?

-- blank space for comments follows the question--

Another thing to consider is the type of question you are asking. Questions generally fall into three main categories of questions.

- **The first is a multi-response question.** Just as the name suggests, this allows the respondent to select multiple answers from your option list. We would not recommend allowing more than 3 responses to a multi-response question.
- **The second type of question is a single response question.** This allows respondents to select one answer only. It is generally associated with yes/no questions, rating scales like agree to disagree, or questions that have distinct categories, for example gender or age.
- **The last type is open-ended questions**. This allows respondents to type in an answer in their own words. This question type is useful when you would like to know more about a question, or when you would like to know a respondent's 'top of mind' response.

Top tip #4.
Think about your rating scales.

7-point rating scale

Overall, how satisfied were you about your experience volunteering for (organisation)?

	Extremely dissatisfied
	Dissatisfied
	Somewhat dissatisfied
	Neither satisfied nor dissatisfied
	Somewhat satisfied
	Satisfied
	Extremely satisfied

5-point rating scale

Overall, how satisfied were you about your experience volunteering with (organisation)?

	Extremely dissatisfied
	Dissatisfied
	Neither satisfied nor dissatisfied
	Satisfied
	Extremely satisfied

Rating scales are one of the most common techniques in surveys and are usually used to measure things like the level of agreement or satisfaction.

- Rating scales can be 10 point, 7-point or 5-point scales, depending on the level of detail you need within your responses.
- While we often use a 7 point scale for more complex surveys, if you are conducting your own survey, we would recommend using a 5-point scale because they are easy for respondents to interpret and easy to analyse from a data perspective.
- On this slide, we have examples of both 7-point and 5-point rating scales. As you can see the 7-point scale offers more granularity in terms of responses, while the 5-point scale is more user-friendly and easier to understand.

Common examples of 5-point rating scales

To measure Satisfaction

Overall, how satisfied were you about your experience volunteering for (organisation)?

	Extremely dissatisfied
	Dissatisfied
	Neither satisfied nor dissatisfied
	Satisfied
	Extremely satisfied

To measure Agreement (LIKERT scale)

Please state whether you agree or disagree with this statement: The (organisation) staff understands my needs.

	Strongly disagree
	Disagree
	Neither agree nor disagree
	Agree
	Strongly agree

To measure Likelihood

How likely are you to volunteer with (organisation) in future?

	Extremely unlikely
	Unlikely
	Neither likely or unlikely
	Likely
	Extremely likely

Here are some different examples of how 5-point rating scales can be used.

- As you can see, they can be broadly applied to measures including satisfaction, likelihood and agreement.
- If you're uncertain about whether or not a respondent can answer the question, it is best to include an 'I don't know' option.

Bonus content. Using Outcome Statements (to capture TEI outcomes in DEX)

Example:

Individual 'Pre' Survey & 'Post' Survey: Volunteering to organise a community event

Source: NSW Communities and Justice *"TEI short guide to developing surveys"*

Below are some statements about your life circumstances and goals. Please state whether you agree or disagree with them.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Circumstance SCORE domain – **Community Participation and Networks**	I feel connected to my community.					
Goal SCORE domain-**Skills**	I have the skills I need to support my community.					
Goal SCORE domain-**Empowerment**	I feel empowered to engage with my community on issues that affect me.					

Examples of Satisfaction statements.

Below are some statements about your satisfaction with (the service) you have received. Please state whether you agree or disagree with each statement.

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Satisfaction SCORE domain	Overall, the service listened to me and understood my issues.					
	I would recommend this service/activity/event to other people.					
	Overall, I am satisfied with the services I have received.					
	Overall, I am better able to deal with issues I sought help with.					
	I enjoyed participating in this event/activity.					

Always order your scale from left to right – negative to positive.

Other useful tips.

- **LENGTH.**
  How long should your survey questionnaire be?

- **ONLINE TOOL** (e.g. Survey Monkey).
  When is it appropriate?
  What are the pros and cons?

- **SETTING UP (if using online tool), TESTING AND PILOTING.**
  What, why, how??

Type in examples of "useless questions" in the chat column??
Inappropriate questions to ask from CALD perspective?

Assess your survey length.

- Be careful how long you make your questionnaire. Data from Survey Monkey showed that the longer a survey is, the less time respondents spend answering each question.
- For surveys longer than 30 questions, the average amount of time respondents spend on each question is nearly half of that compared to surveys with less than 30 questions.
- Survey drop outs rates also increase for surveys that take longer than 7-8 minutes to complete. Tolerance for lengthier surveys are greater for surveys that are work or school related and where the respondent has a clear interest in the outcome of the study.

ONLINE SURVEY TOOLS.
There are several online survey tools that can help organisations create surveys, maintain data and analyse results: e.g. Qualtrics, Survey Gizmo, SoGoSurvey, Survey Monkey, Survey Planet, Key Survey, Toluna, Checkbox.

Possible 'Pros' of online survey tools

- Cost efficient
- Easy to use
- Great survey features

- Real time results
- Custom branding
- Customisable survey links
- Easy, simple reporting
- Export to SPSS, Excel and PDF
- Customer service and support

Possible 'Cons' of online survey tools

- Limited reporting and analysis tools
- Limited help on how to construct a survey properly – some degree of research expertise is still needed
- Free version offers fewer features
- Real time customer service help may be hard depending on where their support centres are located

Loading questions.

- Type or copy and paste your questions into the survey software
- Make sure you select the correct question types.
- For example, check that you have used a single or multiple response question type if that is what is required.

Randomising

Randomising response options removes question order bias – e.g. only selecting the first 3 options. Note while this is possible for some questions like the above it is not appropriate for ordered options (e.g. age)

Compulsory vs non-compulsory

- It might seem sensible to make it compulsory for every respondent to answer every question to avoid skipping ahead – but think again! If you force participants to answer every single question you may end up with fewer responses.
- It is not necessary to make every question compulsory. For example *'How many children do you have?'* How can you answer this question if you don't have children, yet you need to provide an answer to continue with the survey. This creates frustration for the survey taker, potentially increasing your drop out rate.
- When asking personal or intrusive questions, it is best not to make these compulsory to allow the opportunity for respondents to skip questions that are too personal.

Test your survey both internally and externally for:

    - Grammar
    - Clear questions
    - Working skip logics

- Test your survey on different devices (e.g. laptop, smart phone, tablet) and different browsers (e.g. Google Chrome, Safari, Microsoft Explorer, Mozilla Firefox)
- When your survey looks good, it is important to conduct a 'pilot launch' of your

survey. This means you send the survey out to 5-10 people so you can check their data. This ensures that the survey platform you are using is recording everything correctly and further confirm your survey logic is working correctly.

- Once you have conducted all your checks, there is nothing left to do but launch your survey to your database.

POP QUIZ TIME!

Check your understanding – have fun!

Your answers will be ANONYMOUS.

2. Doing Fieldwork (Collecting Data) & Managing Responses

a

Plan your Sample

- ✓ How many responses do you need?
- ✓ How do you get a representative sample?

b

Maximise Response Rates

- ✓ Have a good survey design.
- ✓ Have a communication plan.
- ✓ Use incentives?

a

Plan your sample.

- **Population** refers to all of the members of a defined group.
- **A sample** is a subset of the population.

Q.

Why is sample size important?

How do you determine sample size?

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Why is sample size important?

- How many respondents you survey is a major part of data reliability
- If your sample size is too small, you don’t get a fair picture of the whole population
- If your sample size is too large, your study becomes expensive, time consuming and complex.

How do you determine sample size?

- There are statistical ways to determine if your sample is reliable.
- There are suggested guides to determine the minimum size for a reliable sample.
- If you are analysing groups (e.g. age groups), have a reasonable sample for each group. In a representative sample, the people who you have collected data from should accurately reflect the profile of the group as a whole.

Tip

Monitor responses as they are collected and check the distribution of those responses.

Example of how to work out a representative sample...

1) Identify the demographic characteristics of the population you are studying (age, gender, ethnicity, education, income, socioeconomic status).

2) Divide the population according to desired strata or categories.

3) Proportionally choose individuals for the representative sample.

ncoss survey matters.

Example 1. Representative survey sample across cultures...

You have approx. **1000** clients from several cultural backgrounds.

- 400 Indian (40%)
- 200 Sri Lankan (20%)
- 100 Chinese (10%)
- 100 Vietnamese (10%)
- 100 Sudanese (10%)
- 50 Italian (5%)
- 50 Greek (5%)

You want a statistically significant sample. You can use a sample size calculator to determine your size:
https://www.abs.gov.au/websitedbs/D3310114.nsf/home/Sample+Size+Calculator

The calculator shows that you need **280** responses to your survey.

- 112 Indian respondents (40% of 280 clients)
- 56 Sri Lankan respondents (20% of 280 clients)
- 28 Chinese respondents (10% of 280 clients)
- 28 Vietnamese respondents (10% of 280 clients)
- 28 Sudanese respondents (10% of 280 clients)
- 14 Italian respondents (5% of 280 respondents)
- 14 Greek respondents (5% of 280 respondents)

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Example 2. Within cultures...

You have 200 clients from a Greek background. You want to get a representative sample across age groups.

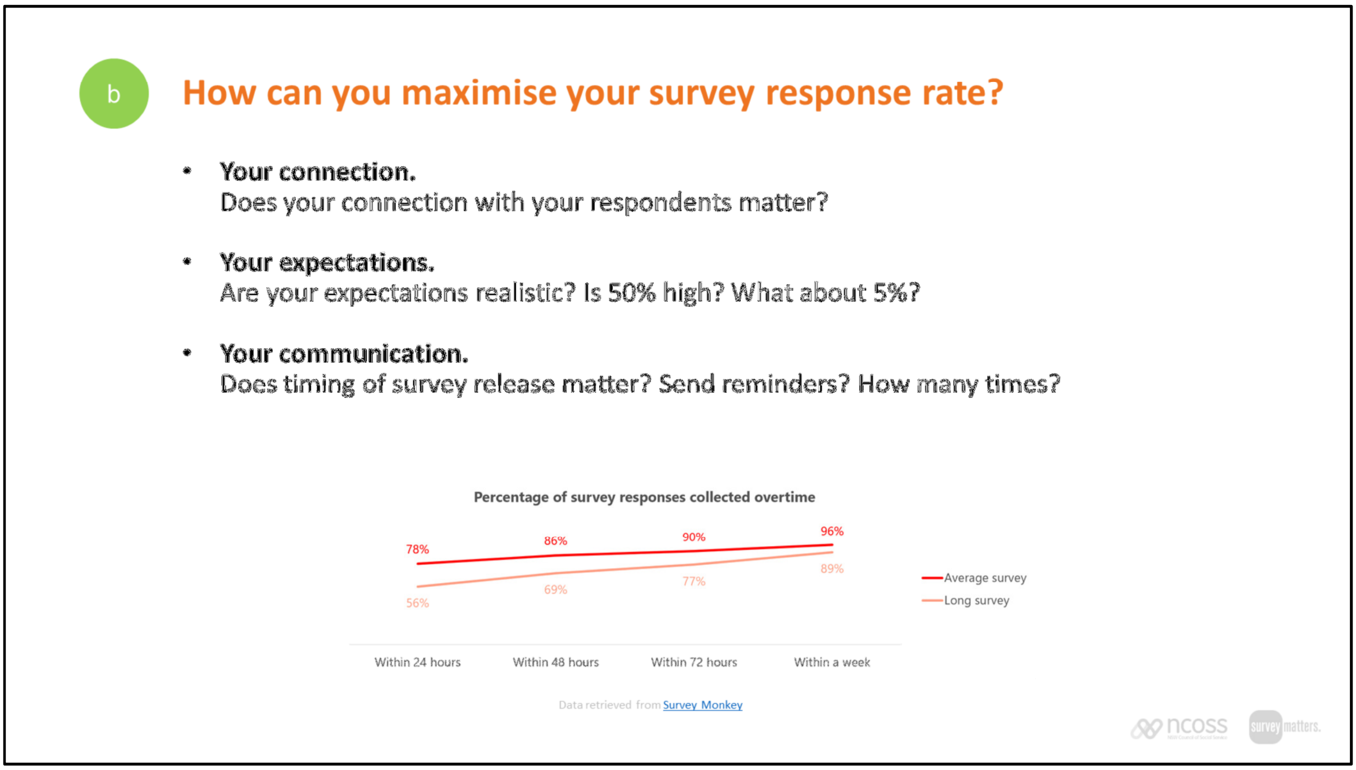
The age breakdown of your client group:

- 25% under 30 years
- 50% between 30 and 60
- 25% over 60

This is a small scale survey, so you are aiming for a response rate of 10% (i.e. 20 clients).

In order for it to be representative, you should aim for:

- 5 clients under 30 (25% of 20 clients)
- 10 clients between 30 and 60 (50% of 20 clients)
- 5 clients over 60 (25% of 20 clients)



- Your connection with your respondents is a motivator for them to complete the survey.
- Your survey response rate expectations must be realistic. A response rate of 50% or more is considered high. A 5%-30% response rate is more typical.

Planning your communication.

- Timing and frequency of survey communications has a big impact on response rates.
- Consider how often you are sending out surveys. Over surveying your participants can lead to participant fatigue.
- Pre-plan when you send out your survey invitation and how often you send out reminders to complete your survey.
- Send reminders only if necessary and limit to a maximum of 4 rounds.
- Timing is key. If you send reminders too often you risk irritating or alienating your target audience. If you don’t send reminders often enough you risk losing your target audience entirely.

Q.

Providing incentives to maximise response rate...

Yes or no?

- If yes, what kind?
- If no, why not?

In your own community, what would be an appropriate incentive (if any)?

3. Analysing and Reporting Data

a

Analysing Results

This involves cleaning, reviewing and analysing your data.

b

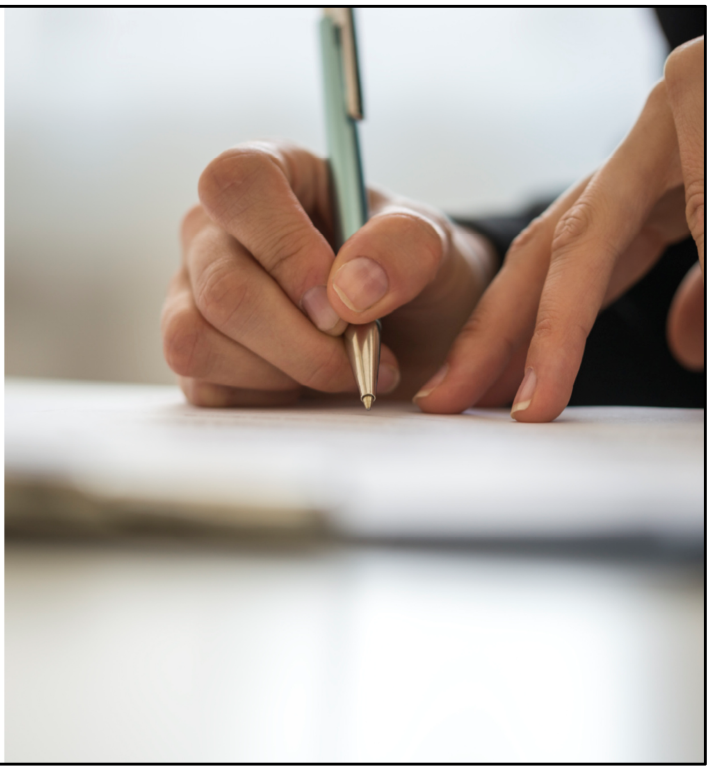
Visualising Results

Reporting your data can take a number of formats.

It is really important to consider who will view it.

Q. Answer this…
True or False?

- ➢ For paper and phone surveys, it is good to enter survey results into a software.
- ➢ You should never "clean up" (correct or delete) any data.
- ➢ When analysing trends in the responses, sample size matters a lot!



Entering data

- Is only necessary for paper and telephone surveys as data in online tools are already entered.
- We recommend entering data from your surveys into your chosen software tool (e.g. Survey Monkey, Survey Gizmo etc)
- Your software program will code your data in the background, however you need to make sure the information you enter is correct.

Entering raw data

When entering your data, accuracy is key. Make sure every record reflects the original record from respondents.
To minimise mistakes, make sure you follow the steps outlined in 'cleaning your data' which we will cover next.

Cleaning your data

Data cleaning is the process of correcting or deleting records that are not accurate from your responses. It is an important step in maintaining high quality data.
Look out for the following when cleaning your data:

- Quick survey completion
- If you are using online surveys, remove respondents who complete the survey too

quickly. This indicates a lack of attention when completing your survey.

- Extreme responding
- Remove extreme responders – for example respondents who always answer ‘Strongly agree’ to everything in your survey. This avoids introducing bias into your sample
- Neutral responding
- Remove neutral responders – for example respondents who always answer ‘Neither agree nor disagree’ to everything in your survey. This indicates a lack of interest in the survey topic.

Reviewing your data

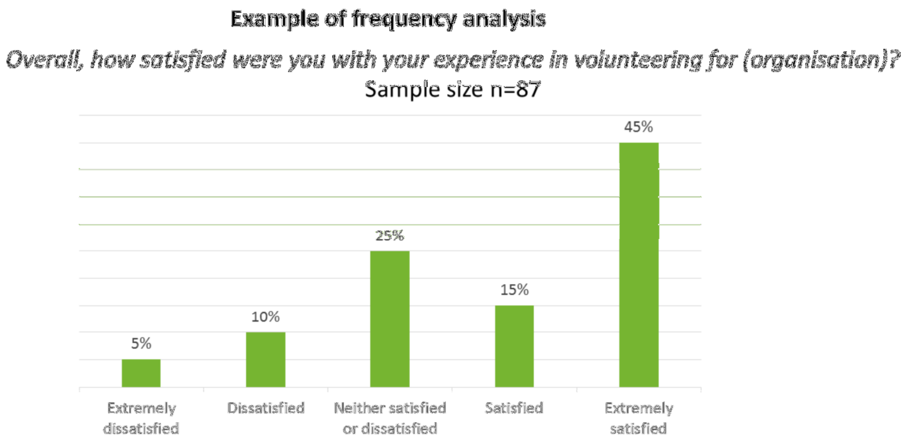
- Understand the composition of your sample.
- Have a representative sample and understand their characteristics. For example, your sample may be comprised mostly of females, mainly young people or predominantly long term service users.
- While every effort should be made to make sure your sample is representative of your population, sometimes it is not always possible. If this is the case, understand the direction that your sample leans and take caution when reporting your findings.

Understand what your data is telling you

- Review your data and analyse the overall picture.
- Look for trends in your data. For example, has satisfaction increased since last year? Does it look like there are specific areas of your service with which respondents are more, or less, satisfied? Are females more satisfied than males?
- When looking for trends, try and keep your sample size in mind. If you have low sample sizes (below 30) you should interpret your results with caution as there is a degree of unreliability.

Analysing Results.

The most common and basic type of data analysis is called **frequency analysis.**



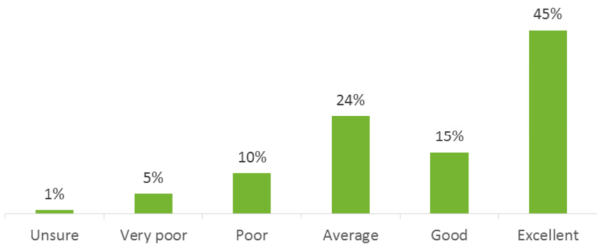
- The most common and basic type of data analysis is called frequency analysis.
- Frequency analysis is a descriptive statistical method that shows the number of occurrences of each response selected by your respondents.
- Column, pie and bar charts are typically used to display a frequency analysis.
- Most survey software tools will produce frequencies of your data. If you require further or more detailed analysis, you can do this in Excel or other statistical packages such as Q or SPSS.
- It is important to pay attention to your sample size in frequency analysis. If your sample is less than 30, results can look bigger than what they actually are due to increased error in your measurements.

Frequency Analysis: using charts to show ratings and single responses

1. Rating scales use column charts

Overall, how would you rate the training session?

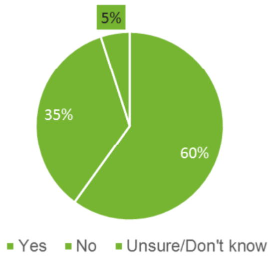
	Very Poor
	Poor
	Average
	Good
	Excellent
	Unsure



1. Single response questions use pie charts

Would you like more information about (organisation) and how you can support the work they do?

	Yes
	No
	Unsure / Don't know



Frequency Analysis: using charts to show multiple responses

1. Multiple response questions use bar charts

How could (organisation) improve your experience as a volunteer?

	More training / opportunities for professional development
	Greater flexibility around how and when I can volunteer
	Opportunities to volunteer more often
	More support from the supervisor / team
	Greater focus on health and safety for volunteers
	More feedback about my performance
	More information about the role and the contribution my work makes
	More information about the volunteering opportunities that are available
	Greater public recognition of the contribution volunteers provide
	More opportunities for volunteers / team members to network and socialise
	Other (please specify)

Using Cross-Tabulations to Analyse Data

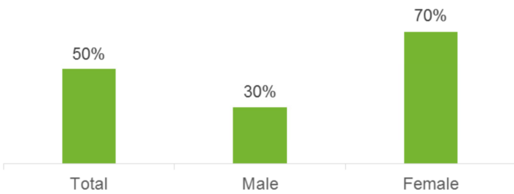
How cross-tabulations work

Gender (%)

	Male	Female	Total
Yes	30%	70%	**100%**
No	70%	30%	**100%**
Total	**100%**	**100%**	

Using charts for cross-tabulations

% Used Service



Cross-tabulation is a method used to analyse the relationship between multiple variables.

- Cross-tabulation is a method used to analyse the relationship between multiple variables and provides a deeper understanding of results.
- It can only be used on questions that group data into mutually exclusive groups (e.g. gender, age, location). For example you can analyse the impact of ‘gender’ on ‘satisfaction with services’.
- The ability to run cross-tabulations is limited in free software and survey tools. It is typically carried out in Excel or specialised statistics software (e.g. SPSS or Q).

'Correlation' vs 'Causation'

When analysing the relationships between survey data results (variables)…

Causation is when one factor causes another…

Correlation is when two variables move together, but one does not influence or cause the other.

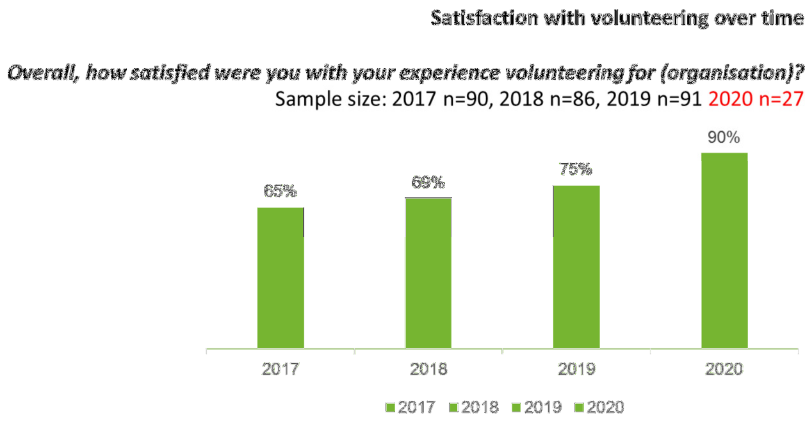
For example.

Drinking hot chocolate and wearing mittens are two variables that are correlated — they tend to go up and down together. However, one does not cause the other. In fact, they are both caused by a *third factor*, cold weather. Cold weather influences both hot chocolate consumption and the likelihood of wearing mittens. Cold weather is the *independent* variable; and the *dependent* variables are drinking hot chocolate and the likelihood of wearing mittens.

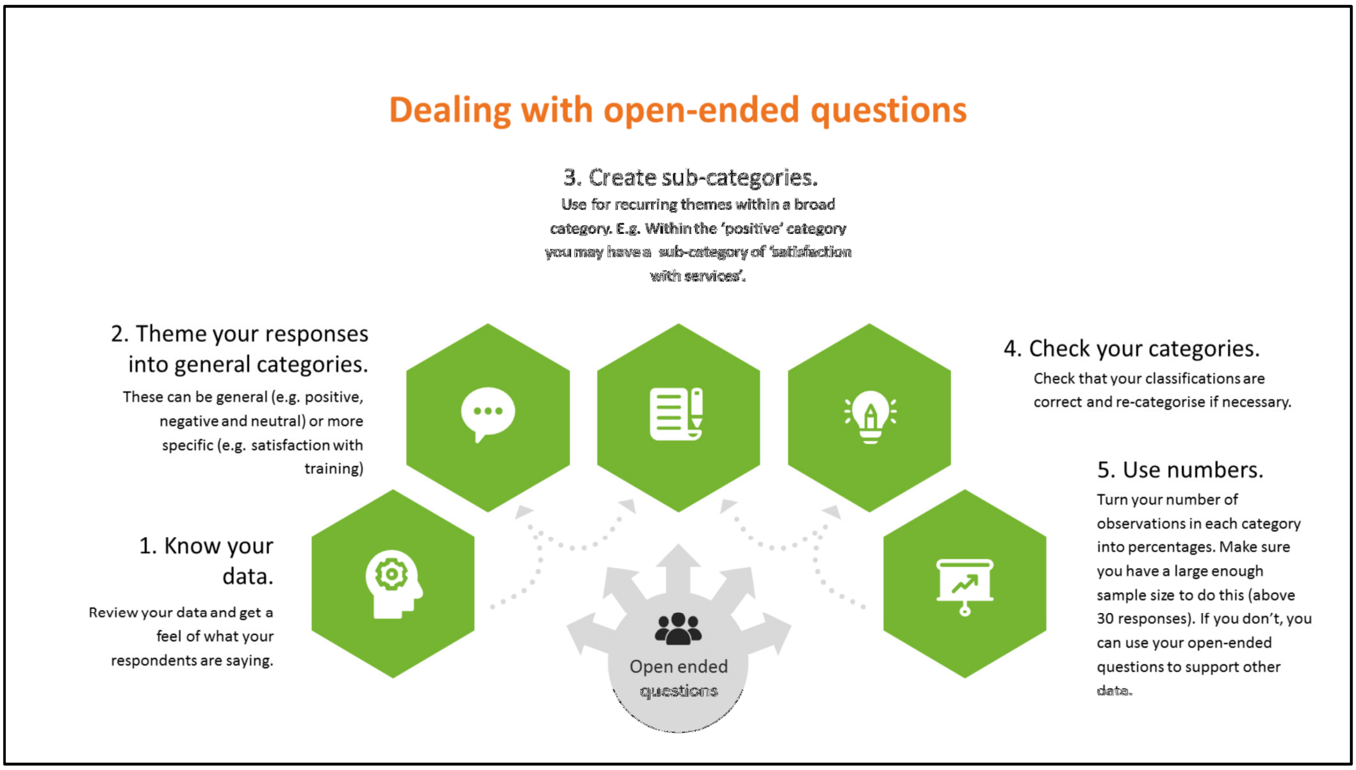
Analysing Statistical Significance

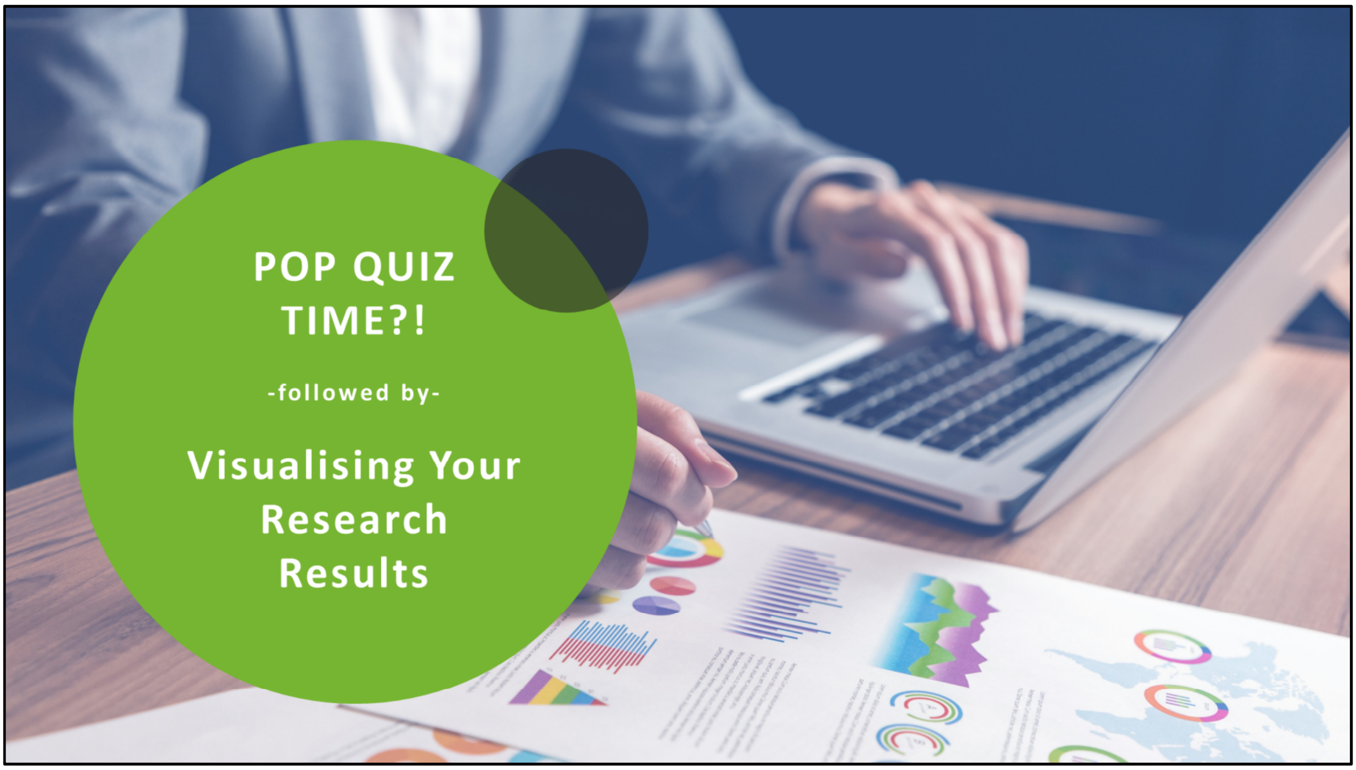
Q. Analyse this data.

- How significant is the 2020 satisfaction rating of 90%?
- How do you know if the results you are looking at are not statistically significant?



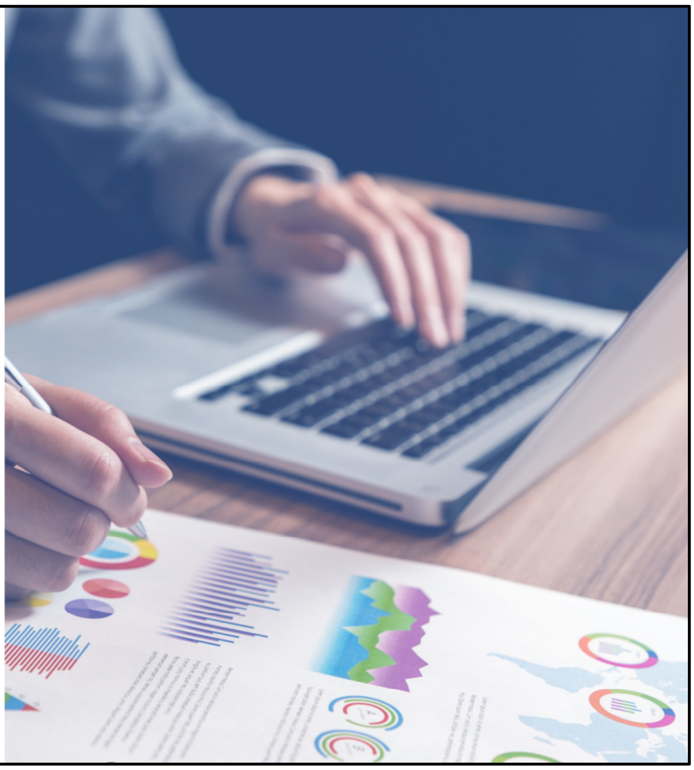
- When looking at your data, it is important to be aware that any major shifts you see are not always significant on a statistical level.
- When we talk about 'statistical significance', we are referring to whether or not our observed differences are large enough to be reliable, and not due to chance or error.
- For example, is the increase in volunteer satisfaction from 2019 to 2020 reliable based on activities and initiatives in that year, or could our results be simply due to chance or error?
- When assessing data like this, it is important to look at your sample size. You must have a sample size of over 30 in order to draw any reliable conclusions when comparing results.
- You can run significance testing in statistical programs and Excel.


Dealing with open-ended questions
3. Create sub-categories.
Use for recurring themes within a broad category. E.g. Within the 'positive' category you may have a sub-category of 'satisfaction with services'.
2. Theme your responses into general categories.
These can be general (e.g. positive, negative and neutral) or more specific (e.g. satisfaction with training)
4. Check your categories.
Check that your classifications are correct and re-categorise if necessary.
5. Use numbers.
Turn your number of observations in each category into percentages. Make sure you have a large enough sample size to do this (above 30 responses). If you don't, you can use your open-ended questions to support other data.
1. Know your data.
Review your data and get a feel of what your respondents are saying.
Open ended questions


POP QUIZ TIME?!
-followed by-
Visualising Your Research Results

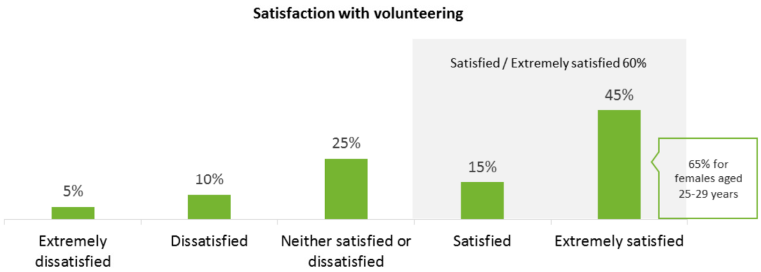
Reporting based on your audience and objectives.

- Reports can be prepared for executive and operational managers, grant funders and a range of other different audiences.
- It is important that you report at a level that is appropriate for those audiences.
- Be mindful of your funding body's specific reporting requirements.
- Survey software tools often have an overall report that you can easily generate to review your results. While this is a good starting point for an overview of your data, you might also need to download your results and analyse what you specifically need.
- Choose the style of reporting that works best for your project objectives, and tailor accordingly.



Example 1: How to Report a Single Question

Overall, 3 in 5 of survey participants are highly satisfied with volunteering at (organisation) – particularly young females. This is a testament to new initiatives implemented earlier this year, which targeted female volunteers.



Overall, how satisfied were you with your experience in volunteering for (organisation)?
Sample size n=87

Tips

- Report overall findings clearly.
- Keep visualisations clean.
- Only include relevant information.
- Place question and sample sizes in for context and confirmation of reliability.

ncoss survey matters.

Example 2: Reporting Several Related Questions

Client Satisfaction is strong, with over three quarters of respondents agreeing that the services they received have: (a) improved their personal situation, (b) assisted with their issues, and (c) provided useful advice.

How much do you agree with the following statements
Sample size n=157

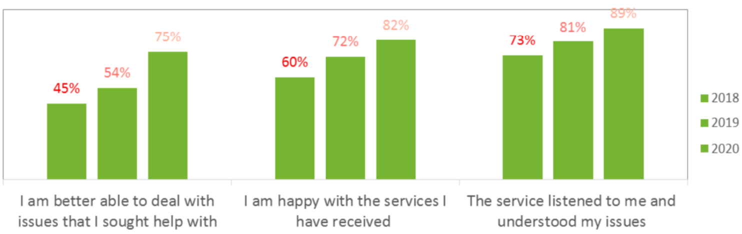
Tips

- **You can only report top 2 box figures (e.g. Strongly Agree / Agree) on rating scales.**
- **Report only what is needed to add to your story. Don't overwhelm the reader with data that is not relevant.**

Example 3: Time Series Reporting

Client Satisfaction has seen a marked improvement from 2018 across all key measures – particularly in helping clients to better deal with their issues.

Client Satisfaction Time Series, 2018-2020
(Top 2 Box % Strongly Agree/Agree)



Q. How much do you agree with the following statements...
Sample size 2018 n=157, 2019 n=162, 2020 n=142

Tips

- Plot time points relevant to your data story
- Make sure each comparable year has a minimum sample size for reliable conclusions
- Explore any trends with further analysis if possible.

Special reporting considerations

Make sure your sample is large enough.

Ensure a good sample size for all sub-groups, in order to maintain anonymity of your sample.

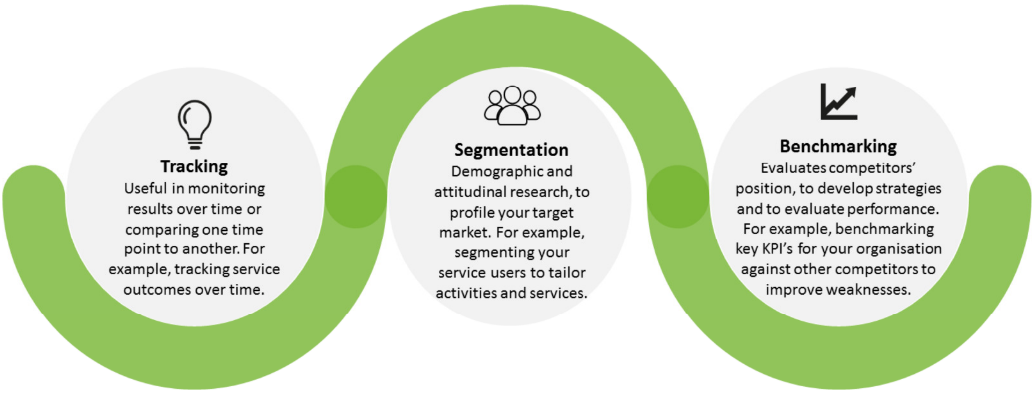
Avoid outcome reporting bias.

Don't selectively report some outcomes (and not others) according to whether the results are favorable for you and your organization.

Avoid funding bias.

Don't intentionally support the interests of financial donors when reporting. Keep your results honest and balanced.

Other ways to analyse results.



There are many other analyses… speak to us if you are looking for something specific!

Your feedback again, please.

- ✓ via Menti
- ✓ Questions?

Thank you for participating!

Queries to:
Rocellita@ncoss.org.au

To speak with WESTIR about your surveys:
amy@westir.org.au