

Building a Foundation for Community Leadership

Involving Youth in Community
Development Projects

Analyzing Survey Data

- Organize the data
- Enter into a data analysis program
- Prepare a summary of the data
- Present the results

An Example of Turning Questions into Results

2. Do you think the lack of economic growth in Immokalee is a serious problem, a moderate problem, a slight problem, not a problem, or do you not know?

1 Serious Problem

2 Moderate Problem

3 Slight Problem

4 Not a Problem

5 Don't Know

6 [No Answer]

An Example of Turning Questions into Results *(cont.)*

47. What is your ethnic background? Would you say white nonhispanic, black nonhispanic, or Hispanic?

1 White, nonhispanic

2 Black, nonhispanic

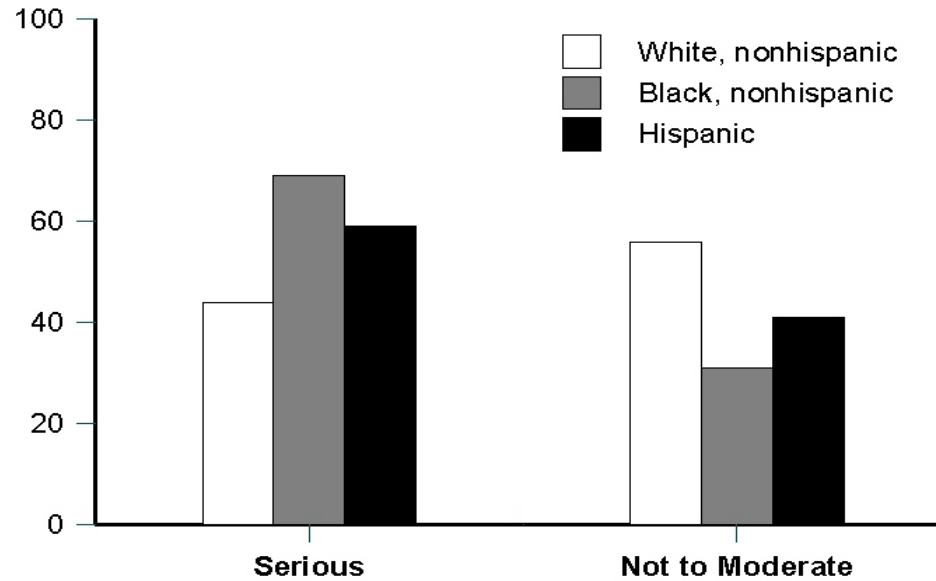
3 Hispanic

4 Other _____

5 [Don't Know]

6 [No Answer]

An Example of Turning Questions into Results *(cont.)*



Creating a Coding Scheme

- Each question represents one or more variables
- Assign code numbers to the responses for each variable
- Study answers to open-ended questions before assigning codes

Creating a Coding Scheme

- Add code numbers for “Other” responses of partially close-ended questions
- Assign code numbers for “Don’t know” responses and nonresponses

Assigning Code Numbers to Response Categories

25. Do you think the number of dentists with offices in Immokalee is a serious problem, a moderate problem, a slight problem, not a problem, or do you not know?

1 Serious

2 Moderate

3 Slight

4 No Problem

5 Don't Know

6 No Answer/Missing

Components of a Codebook

- **Variable names**
- **Variable locations**
- **Descriptive information**
- **Numeric codes**

Understanding the Computer File

	Variables									
	ID	Yrs_Res	Growth	Industry	Jobs	Airport	Home	Work	Want Work	Full Time
Respondent 1	1	10	1	1	1	2	1	1	8	1
Respondent 2	2	3	2	2	1	3	2	1	8	1
Respondent 3	3	4	1	2	2	2	1	1	8	1
Respondent 4	4	34	1	1	1	2	3	2	4	8
Respondent 5	5	1	5	2	1	3	1	1	8	1

Rows and columns of data for the first six variables of questionnaires from the Immokalee, Florida, needs assessment survey.

Tips for Entering Data into a Computer File

- **Organize the data**
- **Start each record on a new line**
- **Put the ID number on each record**
- **Save frequently**
- **Make a backup copy**

Preparing a Data Summary

- Check for data entry errors
- Look at individual variables
- Look at pairs of variables
- Graph data to see results better

Looking at Individual Questions

Create a frequency table

FILE: Immokalee Needs Assessment Survey

DENNUM: How severe a problem is the number of dentists in Immokalee?

Value Label	Value	Count	Percent	Cum Percent
Serious	1	261	60.4	60.4
Moderate	2	68	15.7	76.2
Slight	3	34	7.9	84.0
No Problem	4	14	3.2	87.3
Don't Know	8	55	12.7	100.0

Looking at Individual Questions

Exclude “Don’t know” and recalculate percentages

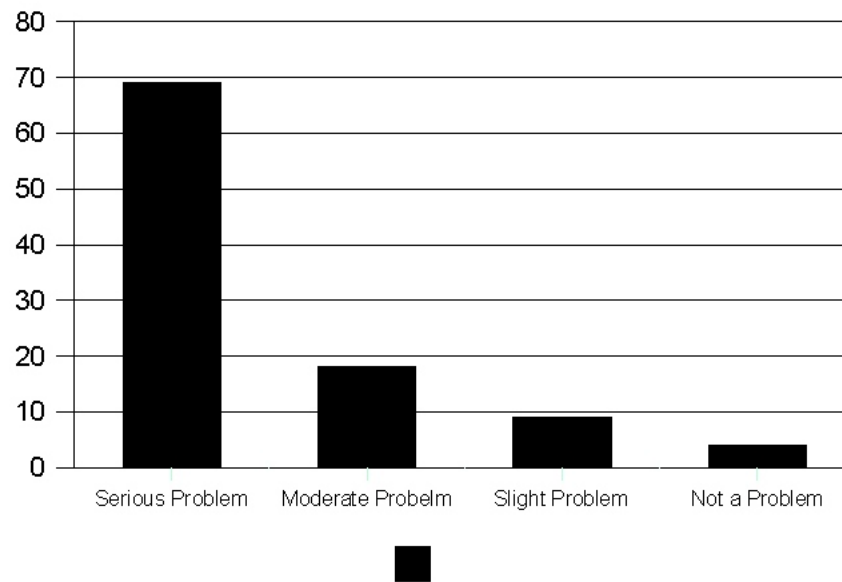
FILE: Immokalee Needs Assessment Survey

DENNUM: How severe a problem is the number of dentists in Immokalee?

Value Label	Value	Count	Percent	Cum Percent
Serious	1	261	69.2%	69.2%
Moderate	2	68	18.1%	87.3%
Slight	3	34	9.0%	96.3%
No Problem	4	14	3.7%	100.0%
Don't Know	8	55		

Looking at Individual Questions

Graph the results



Looking at Pairs of Variables

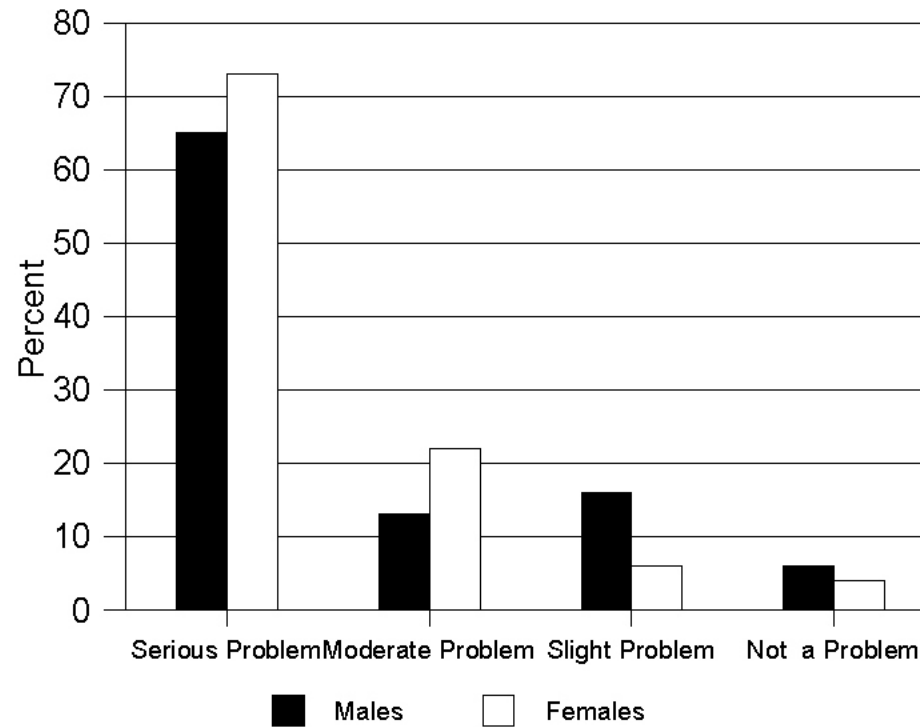
Create a two-way table

Do you think the number of dentist with offices in Immokalee is a serious problem, a moderate problem, a slight problem, not a problem, or do you not know?

	<u>Males</u>		<u>Females</u>	
	Count	Percent	Count	Percent
Serious	103	65	158	73
Moderate	20	13	48	22
Slight	26	16	6	3
No Problem	<u>10</u>	<u>6</u>	<u>4</u>	<u>2</u>
	159	100	216	100

Looking at Pairs of Variables

Graph the two-way results



Tips for Creating Tables and Graphs

- Entitle the table or graph
- Insert headnotes
- Identify the source
- Add labels
- Identify the units of measurement
- Make comparisons
- Write your conclusions

Presenting the Results

- Organize the survey results by
 - Problem priority
 - Topic
 - Individual items

Presenting the Results *(cont.)*

- **Use appropriate methods**
 - **Assess physical setting**
 - **Estimate audience size**
 - **Minimize use of words**
 - **Maximize visual aids**

Sample of Prioritizing Results

