

LISTEN FOR GOOD

# Quantitative Data: How to Analyze Survey Feedback for Maximum Insights

Fund for  
**SharedInsight**  
*Philanthropy.  
Open for improvement.*

May 2018

# Objectives and Agenda

Purpose of Data Analysis

Thinking About Data:

*Analysis Strategy and Matching Question Type*

Demonstration of SurveyMonkey:

*The “Analyze” Platform*

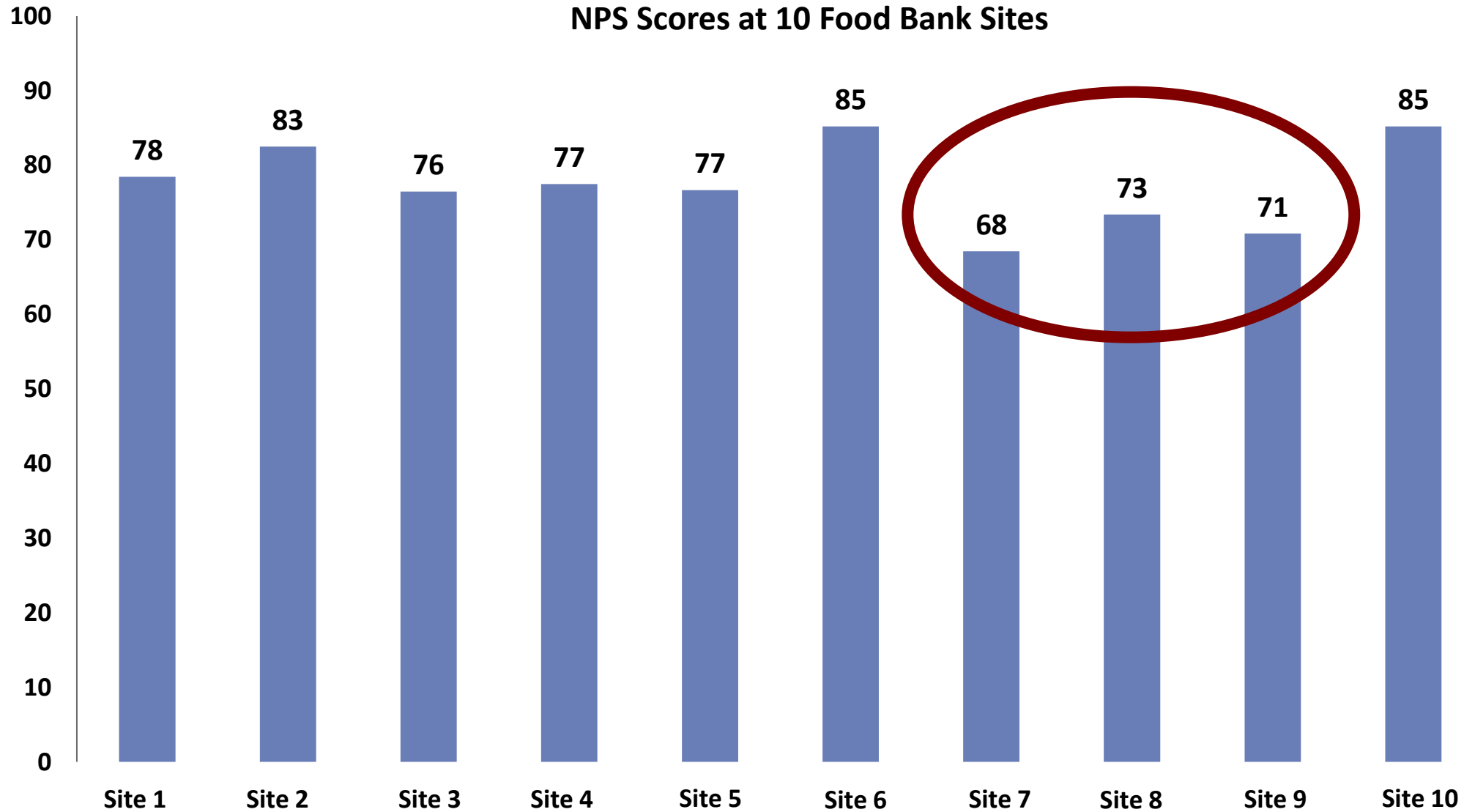
Examples of Common Analyses

Q&A + Resources

# Purpose of Data Analysis

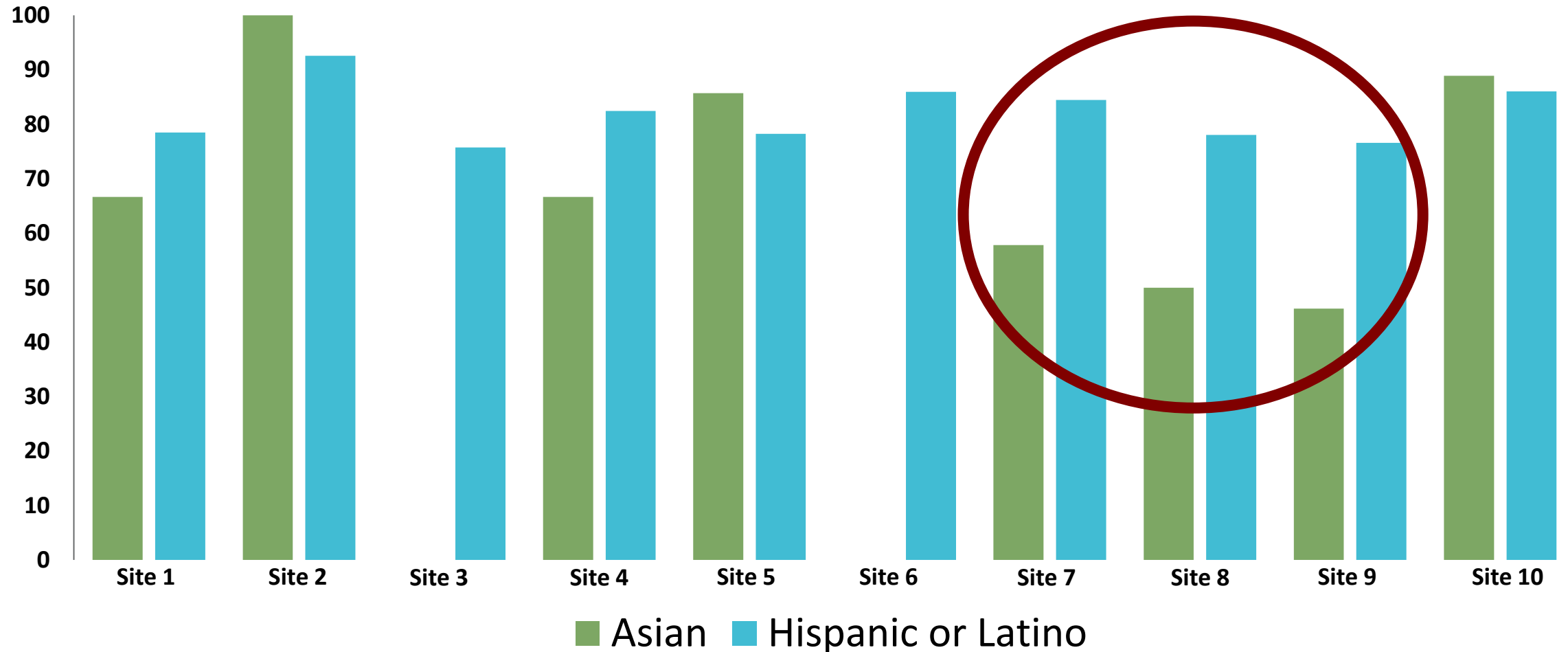
- Data can help you understand constituent experiences with, and feelings about, your organization
- Data can help drive decisions around program improvements
- Actionable data requires thoughtful analysis
- *What are key sub-populations among your constituents? How might program experience vary across these groups?*

# Example: From Data to Insight



# Example cont.: From Insight to Action

## NPS Site Comparison by Ethnicity



*What are some of the insights you hope to gain about your constituents through Listen for Good?*

DISCUSSION  
QUESTION #1

# Thinking about Data: Analysis Strategy

- Before starting data analysis, **identify key questions** that can be answered with your Listen for Good data.
- **Identify the survey item(s)** that can best help you answer these questions
- Consider: **How might you organize the data?** Are there meaningful segmentations, stratifications, or groupings that could help answer your questions?
- Remember: **Analysis is an iterative process**- budget time for this!

# Thinking about Data: Analysis Strategy

- Consider: **What does the NPS score mean?**
- Once you have uncovered the answers to your initial questions, continue to **review the data to identify trends**, outliers, and any additional (potentially unanswered) questions
- Construct the narrative. **What story is the data telling?** What does it mean?



# Thinking about Data: Matching Question Type and Analysis

## Mean Analysis

- What is the overall experience of our clients in our program?
- Analyze the mean (or average) scores during a defined time period.

## Segmentation Analysis

- How are different clients perceiving their experience in our program?
- Compare demographic groups or those with different durations in the program

## Trend Analysis

- How do clients perceive their experience in our program over time?
- Compare the same question over multiple time periods.

*Which analysis strategies would you use to help you answer your questions? (From discussion question #1)*

DISCUSSION  
QUESTION #2

# Analysis Tools

- SurveyMonkey includes a built-in package that allows you to perform basic analytic techniques
- SurveyMonkey Analyze is user-friendly and also includes built-in charts and graphs to help make sense of your data
- You can also export the data to other analysis software if you have it available for more advanced analysis (i.e. Excel, SPSS, STATA)
  - Grouping data
  - Trendlines over multiple surveys

# SurveyMonkey Analyze Demonstration

SUMMARY → DESIGN SURVEY → COLLECT RESPONSES → **ANALYZE RESULTS**

CURRENT VIEW ? ^

+ FILTER + COMPARE + SHOW

FILTER: 9/30/2017 - 11/30/2017 ...

BENCHMARKS ? ^

- SurveyMonkey Global Benchmark ...
- Human Services ...
- Basic And Emergency Aid ...
- Education ...

SAVED VIEWS (1) ? ^

- Original View (No rules applied) REVERT

+ Save As

EXPORTS ? v

SHARED DATA (1) ? ^

- Shared Data 1: Anyone with the Link ...

FILTERED: 94 of 393 respondents SAVE AS v

QUESTION SUMMARIES DATA TRENDS INDIVIDUAL RESPONSES

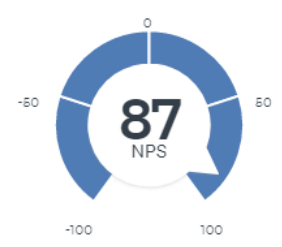
All Pages v

Page 1

Q1 Hide Benchmark v Chart Type v

How likely is it that you would recommend El Buen's Food Pantry to a friend or family member who is in a similar situation to you?

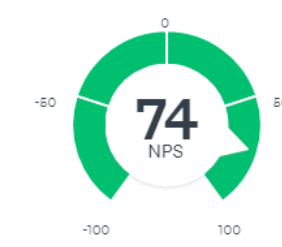
**Your Net Promoter® Score**



87 NPS

Answered: 92 Skipped: 2

**Basic And Emergency Aid v**



74 NPS

Average from 9 Organizations  
1/1/2017 - 12/31/2017

Your score is in the top 25% ?

MINIMUM	LOWER QUARTILE	MEDIAN	UPPER QUARTILE	MAXIMUM
44	62.4	80	86.4	89.2

Your Net Promoter® Score: 87

ANALYSIS EXAMPLE:  
L4G Demo Data

# Questions a Program Manager might ask of this data

1. *Are there gender differences in the level of interaction with our program?*
2. *Are there demographic differences (across race/ethnicity) in how our clients perceive our organization meeting their needs?*
3. *What do women say that our organization could do better?*
4. *How has the data changed over time?*

2016 GRANTEE EXAMPLE:

EL BUEN SAMARITANO



## Overview:

- Based in Austin, TX
- Provides healthcare, education, and financial security services for families in need
- Focus their L4G surveys on food pantry and ESL clients



# El Buen Samaritano Dashboard

A	B	C	E	F	G	H	I	J	K	L
1			45%	55%	43%	57%	52%	48%	54%	46%
2	<b>Listen for Good - Food Pantry</b>		<b>English Oct 2017</b>	<b>Spanish Oct 2017</b>	<b>English Apr 2017</b>	<b>Spanish Apr 2017</b>	<b>English Oct 2016</b>	<b>Spanish Oct 2016</b>	<b>English Jul 2016</b>	<b>Spanish Jul 2016</b>
3	<b>Respondents (n)</b>		<b>94</b>	<b>114</b>	<b>85</b>	<b>111</b>	<b>106</b>	<b>98</b>	<b>108</b>	<b>92</b>
4	Survey Monkey NPS Global Benchmark:		71	71	76	76	71	71	71	71
5	<b>El Buen Food Pantry Net Promoter Score</b>		<b>87</b>	<b>93</b>	<b>88</b>	<b>80</b>	<b>85</b>	<b>80</b>	<b>79</b>	<b>77</b>
6	1. How likely is it that you would recommend El Buen's Food Pantry to a friend or family member who is in a similar situation to you?	Detractors 0-6	1	1	2	7	5	5	6	8
7		Passives 7-8	10	6	6	7	5	8	9	4
8		Promoters 9-10	81	102	74	91	92	77	86	75
9		Total Respondents	92	109	82	105	102	90	101	87
10		<b>Other Questions</b>								
11	4. How much of a positive difference has El Buen's Food Pantry made in your life?	None	1%	0%	0%	1%	1%	1%	0%	0%
12		Little	4%	2%	1%	2%	4%	2%	1%	0%
13		Moderate	9%	6%	13%	3%	19%	19%	16%	13%
14		Large	43%	55%	40%	55%	50%	44%	55%	49%
15		Extreme	43%	37%	45%	39%	25%	34%	28%	38%
16	<b>Top 2 Box</b>		<b>86%</b>	<b>92%</b>	<b>85%</b>	<b>94%</b>	<b>76%</b>	<b>78%</b>	<b>83%</b>	<b>87%</b>
17	5. Overall, how well has El Buen's Food Pantry met your needs?	Not well at all	1%	1%	0%	0%	0%	0%	0%	0%
18		A little bit	3%	0%	2%	2%	4%	7%	4%	2%
19		Fairly well	13%	28%	12%	23%	21%	30%	20%	18%
20		Very well	42%	45%	37%	53%	45%	37%	46%	52%
21		Extremely well	41%	26%	48%	21%	30%	26%	30%	28%
22	<b>Top 2 Box</b>		<b>83%</b>	<b>71%</b>	<b>86%</b>	<b>75%</b>	<b>75%</b>	<b>63%</b>	<b>76%</b>	<b>80%</b>
		Never	0%	0%	0%	1%	0%	0%	0%	1%

Questions?