

"Getting More from Your Membership Surveys"

Thursday, February 21, 2008

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Designing, analyzing and interpreting member satisfaction surveys:

How to get the answers you need efficiently and effectively

Determining factors most important to members:

Correlation & regression analysis: what they mean and what they can do for you

Becoming a better and more knowledgeable data consumer:

Tips for using and presenting data

Why Survey?

1. To better manage your members
2. To measure what you do well and what you do not so well
3. To measure member satisfaction
4. To determine what is important to members
5. To determine how to direct scarce resources for maximum impact

A Practical Approach to Surveys:

Survey Design

Random, Stratified Random, or Systematic?

Cross-sectional or Longitudinal?

Survey Design Considerations:

- Who
- How
- How many
- Non-response management
- Where
- When
- Survey length
- Trending
- Question wording & order

Stratification by Membership Demographics:

- Member Type
- Geographic Region
- Member Tenure
- Member Age

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Question wording and order:

- Should be focused and free from bias
- Should be one dimensional
- Should accommodate all answers
- Question flow should be logical, cognizant of possible question ordering bias and cognizant of 'survey fatigue' and bias-free

Question Content:

Measure overall satisfaction as key to determining importance

Survey Analysis & Interpretation:

- Basic data presentation
- Consolidation of results
- Data stratification
- Trends
- Determining significant differences in trends
- Determining significant differences in stratification
- Determining Importance: correlations to overall satisfaction

Advanced statistical techniques for getting more out of your survey data:

Use of non-parametric statistics (data type, sample size)

Regression analysis (linear, logistic, hierarchical multinomial logistic)

Becoming a better and more knowledgeable data consumer:

1. Look at the data graphically
2. Ask, "so what?"
3. Determine significant differences
4. Don't equate correlation to causality
5. Understand where statistical significance comes from
6. Ask questions!

Tips/pitfalls for using & presenting data:

1. Use analysis appropriate for data type
2. Use charts judiciously
3. Avoid 'Chart Junk'
4. Show all data
5. Don't distort data
6. Try to look at the big picture
7. Use data to tell a story
8. Tap into the power of effective data presentation

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