

Survey Says?

How to Visualize Survey Response Rates

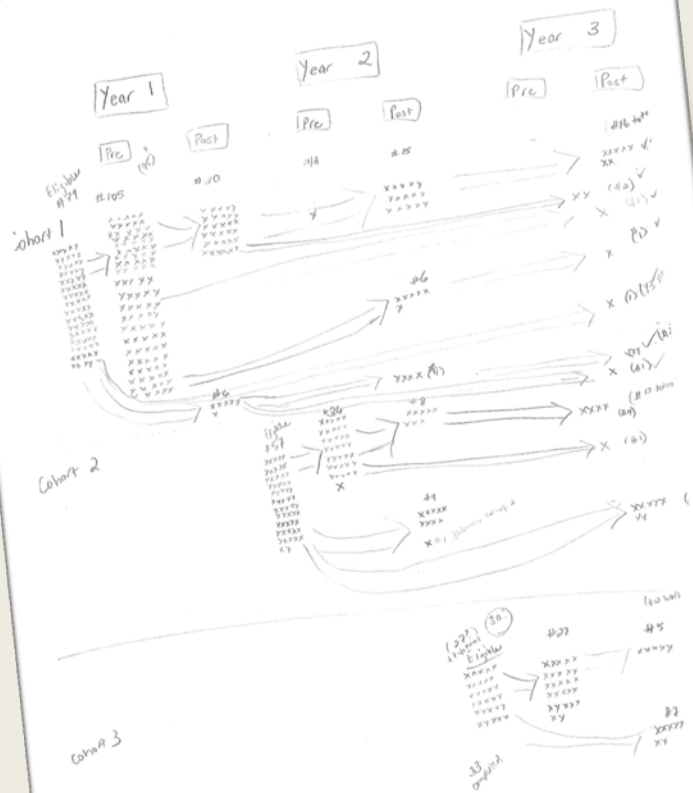
Ginger Fitzhugh

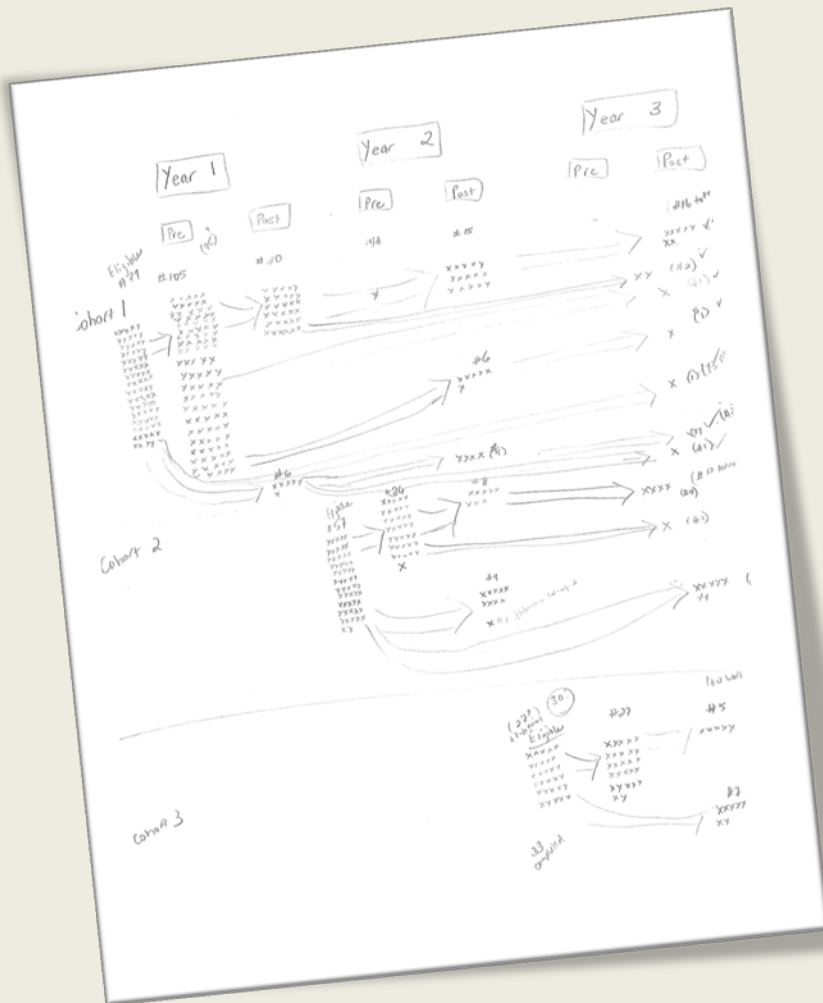
American Evaluation Association

October 18, 2013

EVALUATION
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Rusty Clark



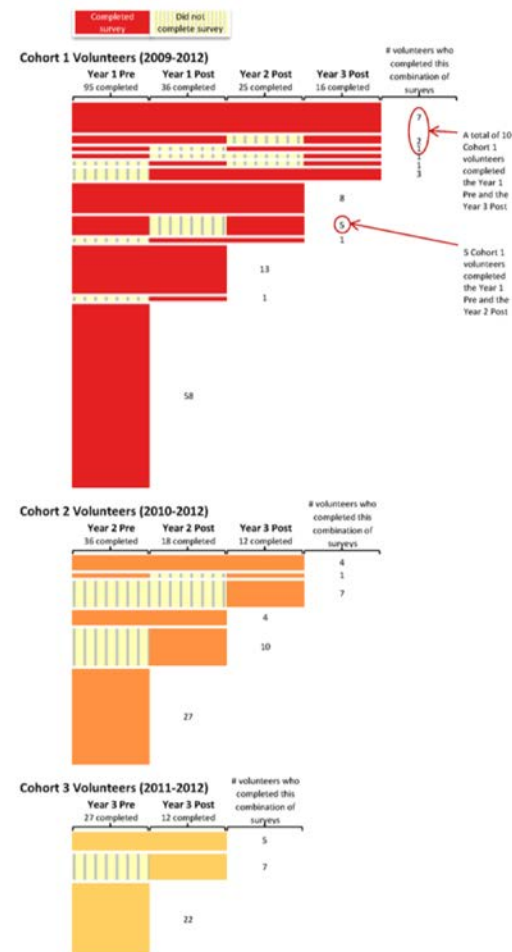


Survey Completion by Volunteer Educators in the Youth Development Training Project

Three cohorts of volunteer afterschool educators participated in the Youth Development Training Project from the fall of 2009 through the spring of 2012. The volunteers received training in how to implement hands-on, inquiry-based curriculum in their afterschool programs.

Each cohort of volunteers was invited to complete a series of surveys as part of an evaluation of the project's effectiveness. Volunteers were asked to complete a pre-survey before they attended the first training, and then a post-survey at the end of each year they volunteered. The first cohort of volunteers (Cohort 1) participated in the project for three years, while the second cohort (Cohort 2) participated for two years, and the last cohort (Cohort 3) participated for one year.

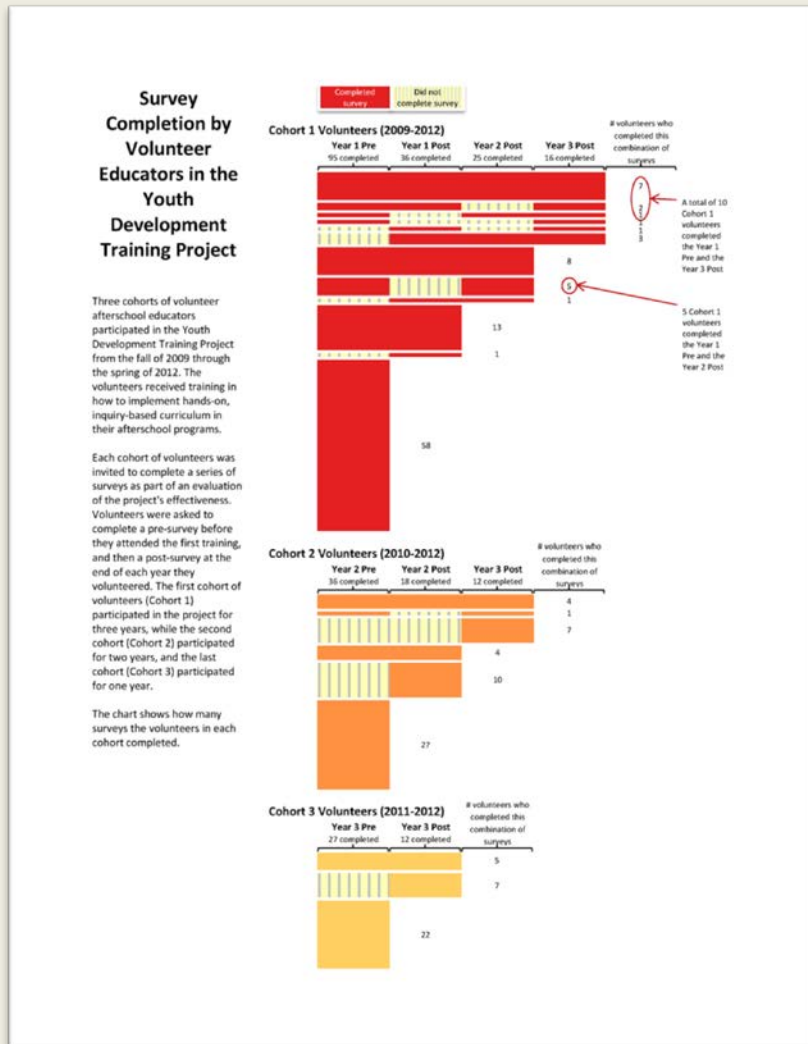
The chart shows how many surveys the volunteers in each cohort completed.



How to create an infographic*

1. Learn about topic
2. Identify goals and challenges
3. Sketch and prototype
4. Test and tweak
5. Share (and get feedback)

*Alberto Cairo





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Data collection timeline

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	Baseline Survey	Year 1 Post-Survey		Year 2 Post-Survey		Year 3 Post-Survey
Cohort 2			Baseline Survey	Year 2 Post-Survey		Year 3 Post-Survey
Cohort 3					Baseline Survey	Year 3 Post-Survey



Survey completion

30 completed the first two surveys

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	95	36	-	25	-	16
Cohort 2	-	-	36	18	-	12
Cohort 3	-	-	-	-	27	12



Survey completion

15 completed the first three surveys

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	95	36	-	25	-	16
Cohort 2	-	-	36	18	-	12
Cohort 3	-	-	-	-	27	12



Survey completion

7 completed all four surveys

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	95	36	-	25	-	16
Cohort 2	-	-	36	18	-	12
Cohort 3	-	-	-	-	27	12



Survey completion

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	95	36	-	25	-	16
Cohort 2	-	-	36	18	-	12
Cohort 3	-	-	-	-	27	12

10 completed all three post-surveys





Survey completion

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	95	36	-	25	-	16
Cohort 2	-	-	36	18	-	12
Cohort 3	-	-	-	-	27	12



10 completed at least the first and last surveys

Survey completion

	Sept 2008	May 2009	Sept 2009	May 2010	Sept 2010	May 2011
Cohort 1	95	36	-	25	-	16
Cohort 2	-	-	36	18	-	12
Cohort 3	-	-	-	-	27	12

30 completed the first two surveys

15 completed the first three surveys

7 completed all four surveys

10 completed all three post-surveys

10 completed at least the first and last surveys



Ack!
What data
can
I compare?



How to create an infographic*

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2. Identify goals and challenges
3. Sketch and prototype
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5. Share (and get feedback)

*Alberto Cairo



Goals



Understand longitudinal data
response rates for analysis

Challenges





Goals



Understand longitudinal data
response rates for analysis

Communicate low survey-
matching rates to clients

Challenges





Goals



Understand longitudinal data response rates for analysis

Communicate low survey-matching rates to clients

Challenges



Complicated data



Goals



Understand longitudinal data response rates for analysis

Communicate low survey-matching rates to clients

Challenges



Complicated data

Need for a static graph to go in written report



How to create an infographic*

1. Learn about topic
2. Identify goals and challenges
3. Sketch and prototype
4. Test and tweak
5. Share (and get feedback)

*Alberto Cairo

100-yr leader into complete Y1 pre-survey
Y2 post

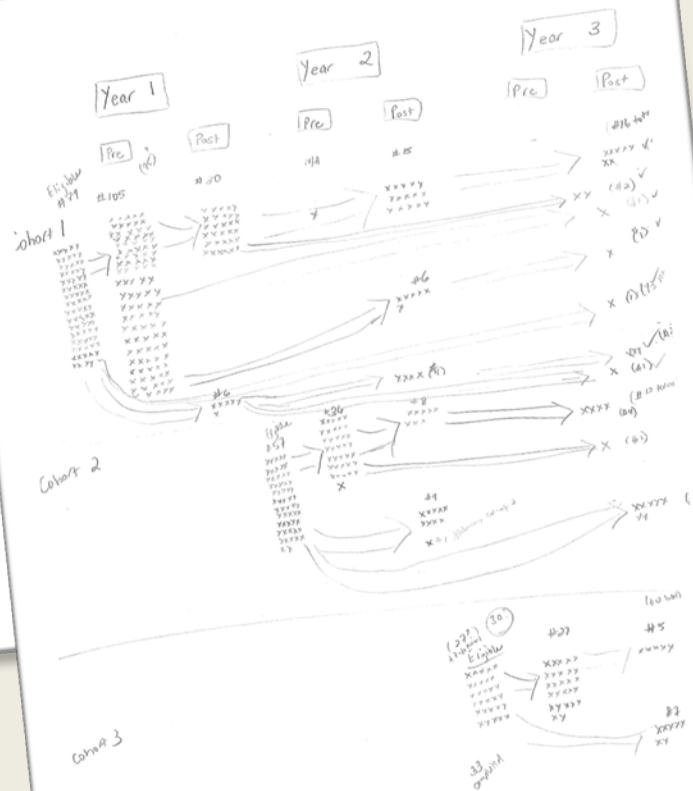
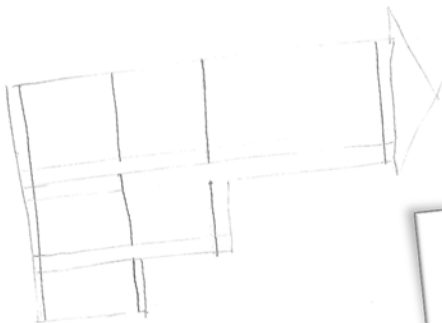
Y1 post

Y 2 post

73 pct

✱ ④

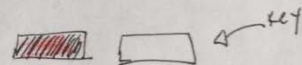
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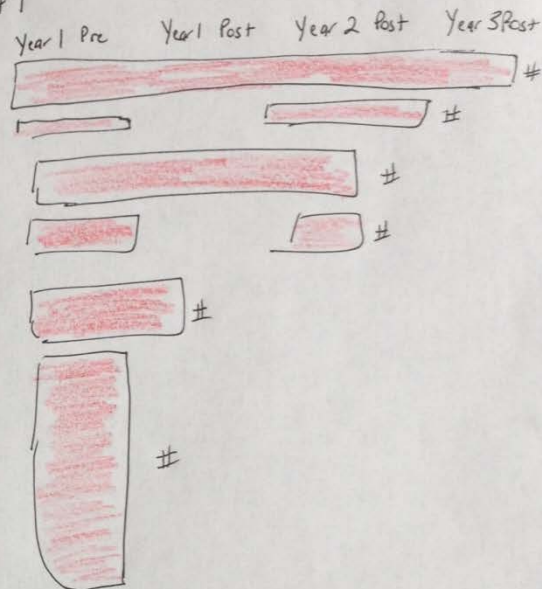


Survey Completion

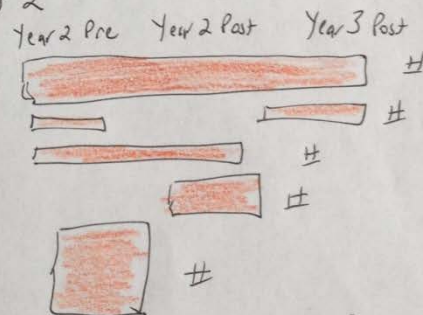
Explanatory text
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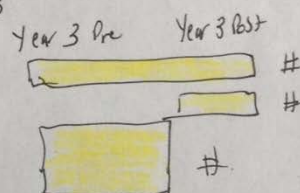
Cohort 1



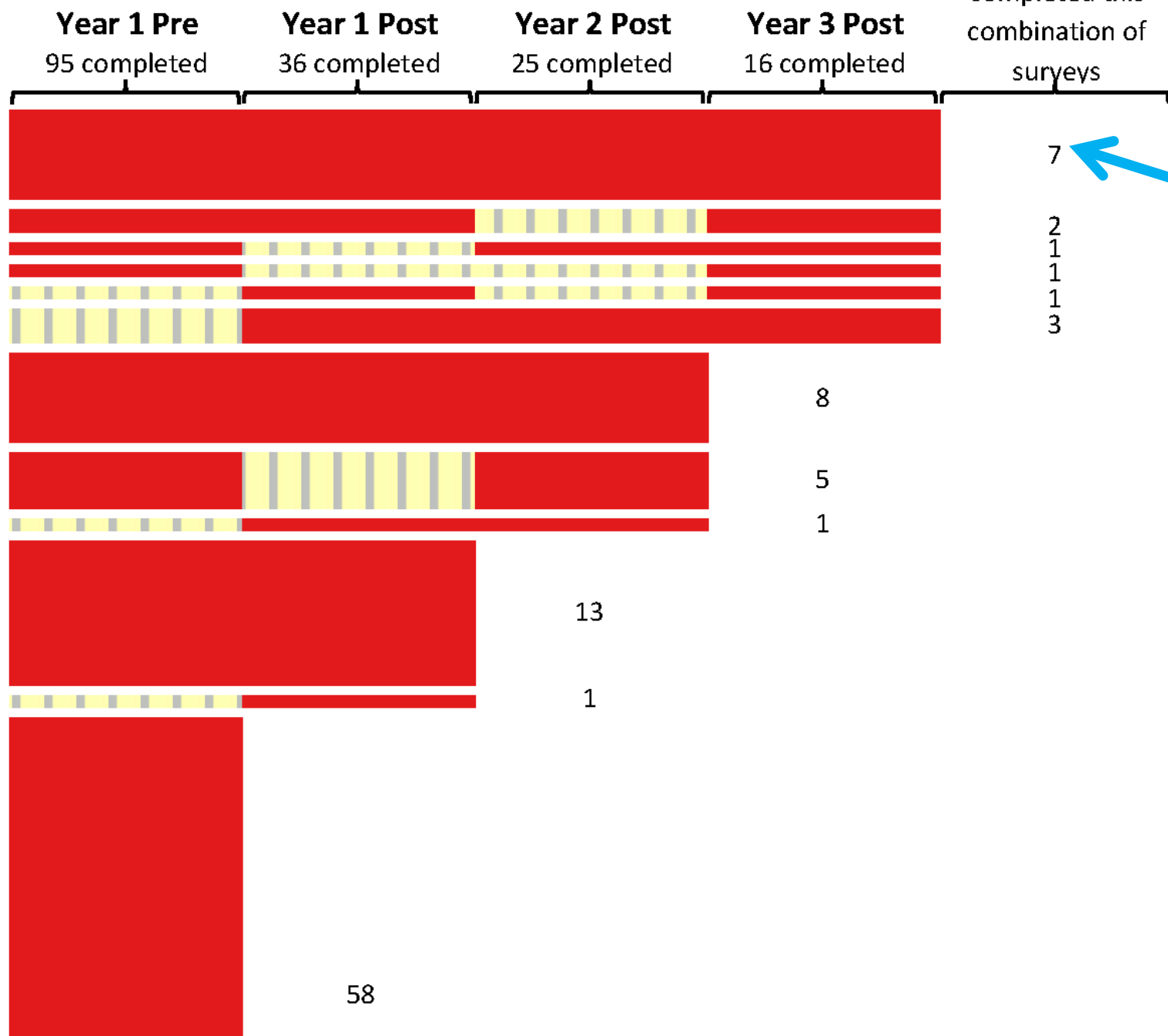
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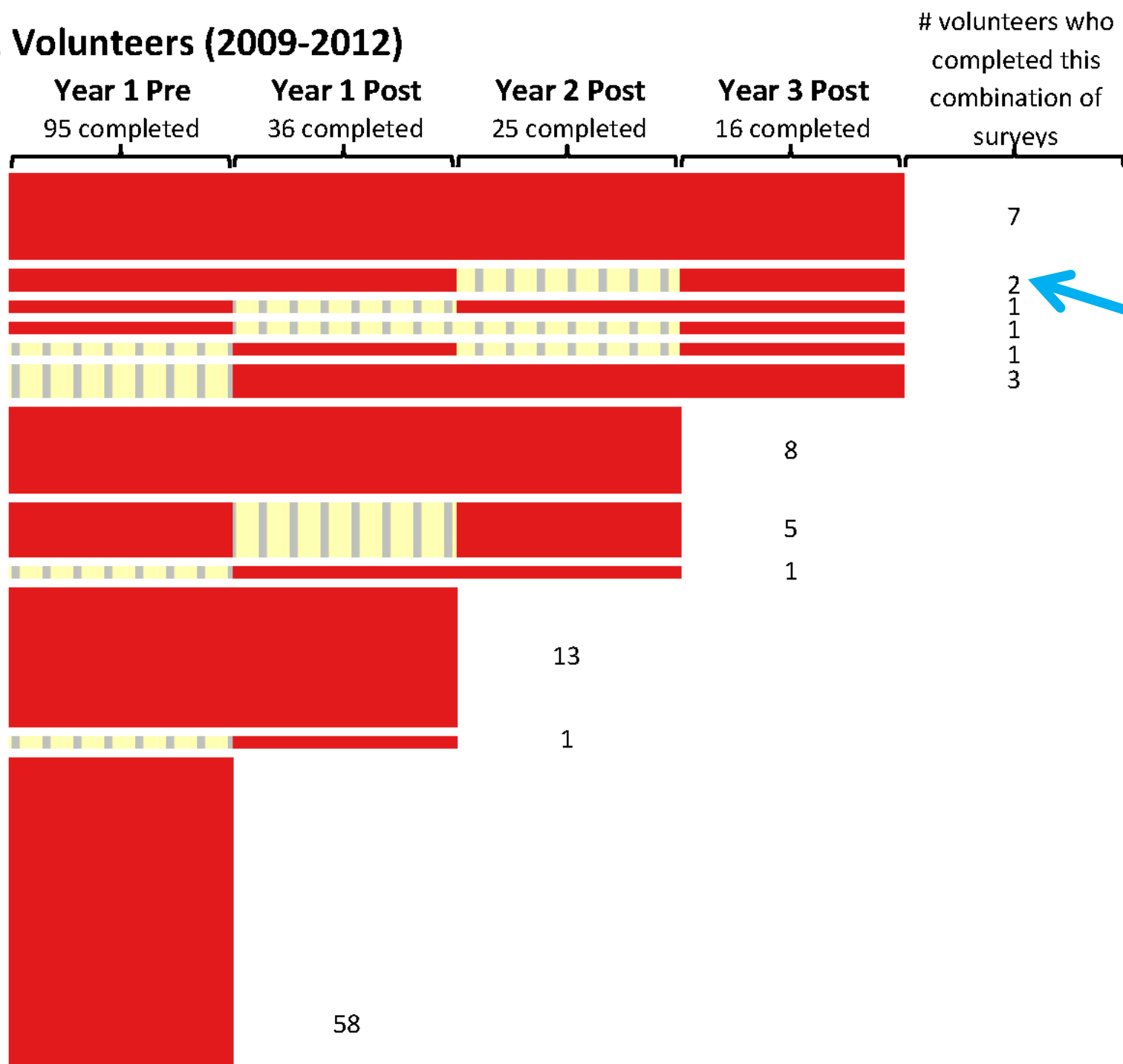
Cohort 3



Cohort 1 Volunteers (2009-2012)

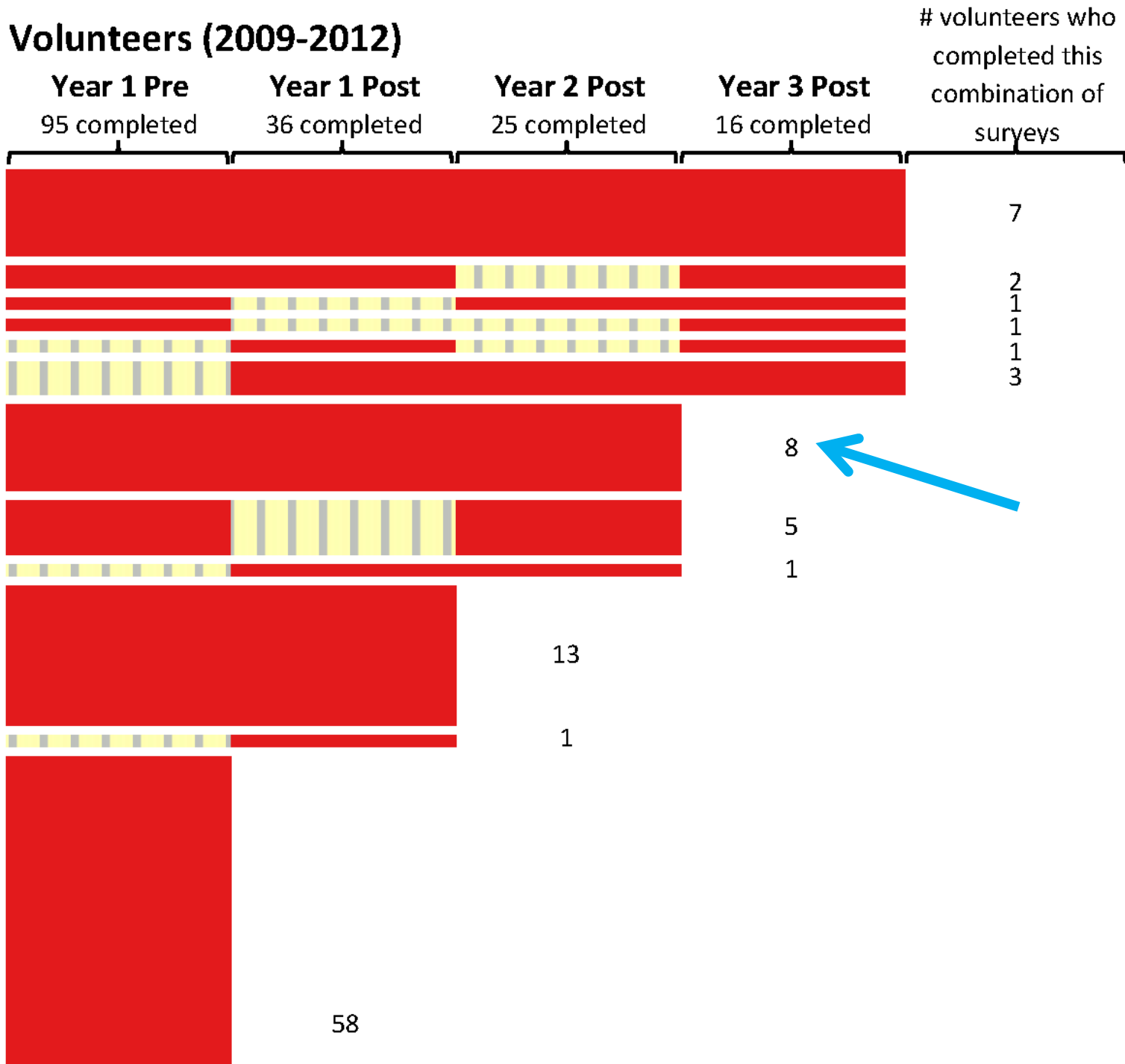


Cohort 1 Volunteers (2009-2012)

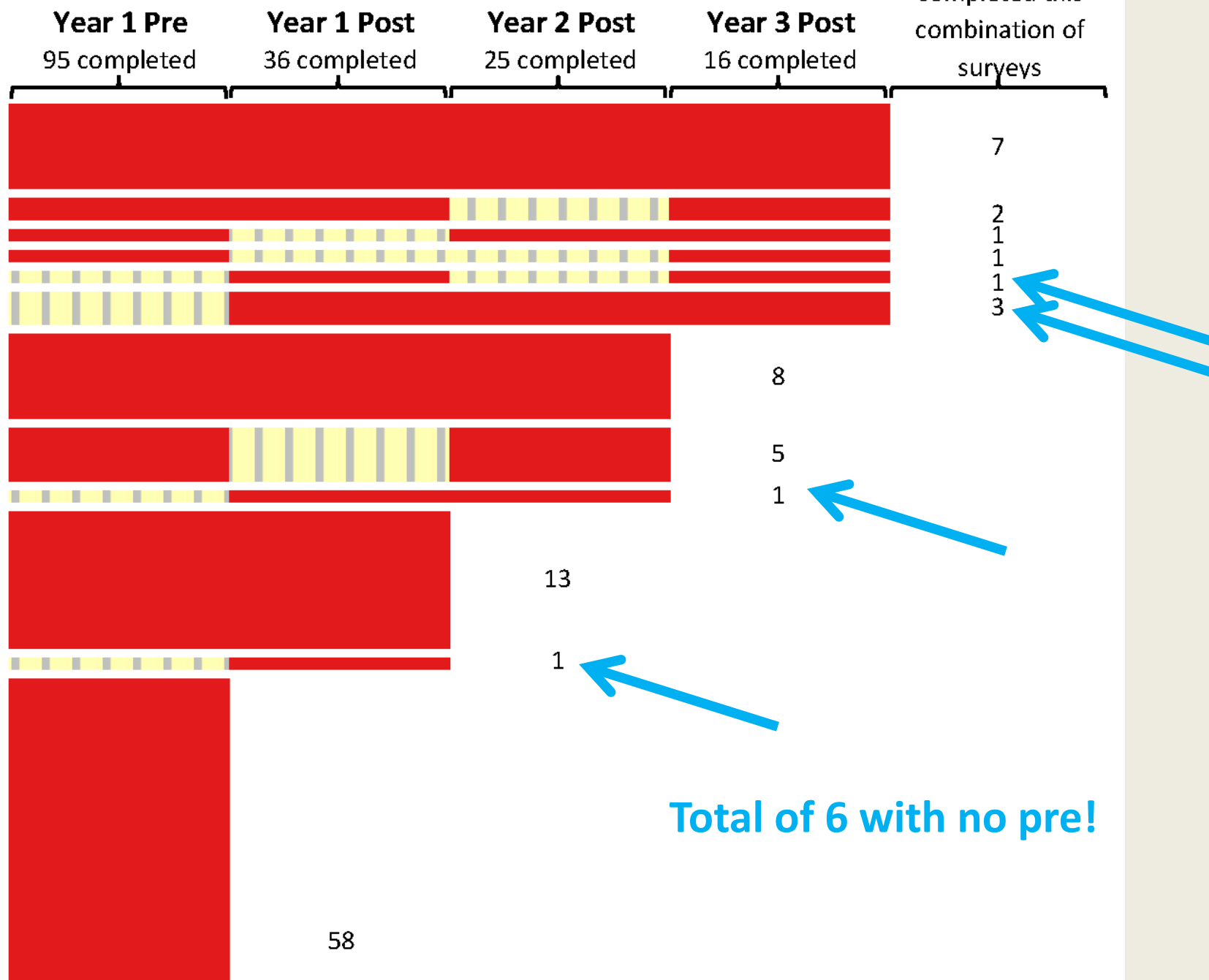




Cohort 1 Volunteers (2009-2012)



Cohort 1 Volunteers (2009-2012)





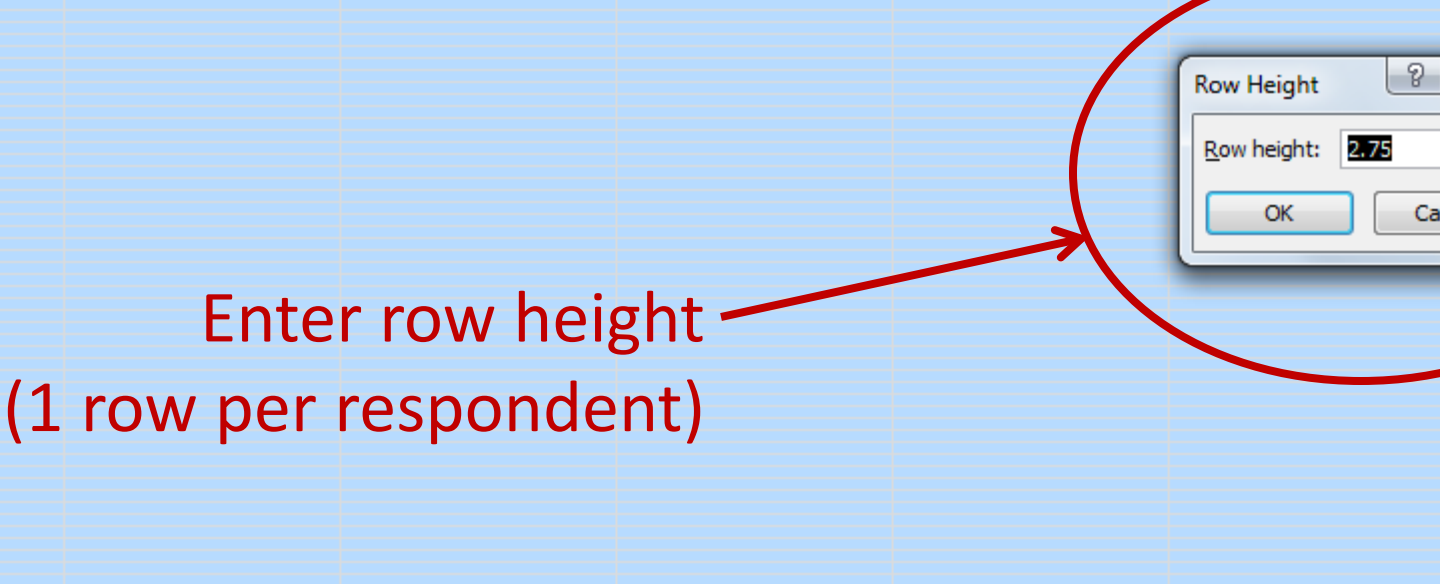
How to create an infographic*

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*Alberto Cairo

f_x

Enter row height
(1 row per respondent)



Enter row height
(1 row per respondent)

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EdLab

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single hue

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255, 255, 178

254, 204, 92

253, 141, 60

227, 26, 28

RGB ☐ CMYK ☐ HEX

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☐ cities

☒ borders

select a background

☒ solid color

☐ terrain

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Styles: Conditional Formatting, Format as Table, Cell Styles

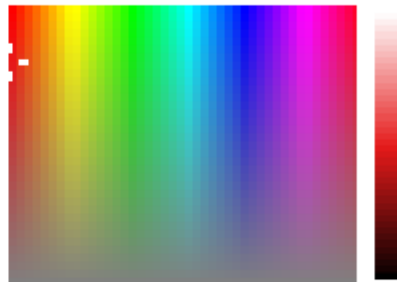
B5 fx

	A	B	C	D	E	F	G
1	Cohort 1 Volunteers (2009-2012)					# volunteers	
2		Year 1 Pre	Year 1 Post	Year 2 Post	Year 3 Post	who completed	
3		95 completed	36 completed	25 completed	16 completed	this combination	
						of surveys	

Colors

Standard Custom

Colors:



Color model: RGB

Red: 227

Green: 26

Blue: 28

OK Cancel

New

Current

f_x

The screenshot shows a 'Colors' dialog box with the 'Standard' tab active. The 'Color model' is set to 'RGB'. The 'Red' value is 255, 'Green' is 255, and 'Blue' is 178. A color bar is visible on the right side of the dialog. The 'OK' and 'Cancel' buttons are at the bottom right.

f_x

G

volunteers
who completed

Year

95 completed

36 c

1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 26

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Sample

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Final Final (1) Final (1a) Final (1b) Final (2a) Final (2) Final (2c) **Final (2d)** Final (3) Final (4) Final (5) R1

f_x

Click here to merge across several cells, or to split cells that have been merged back into individual cells.

D

$$\frac{2}{3}$$

Year 3 Post

16 completed

who completed
this combination
of surveys

Survey completion chart.xlsx - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View Acrobat Format

Clipboard Font Alignment Number Styles

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B I U

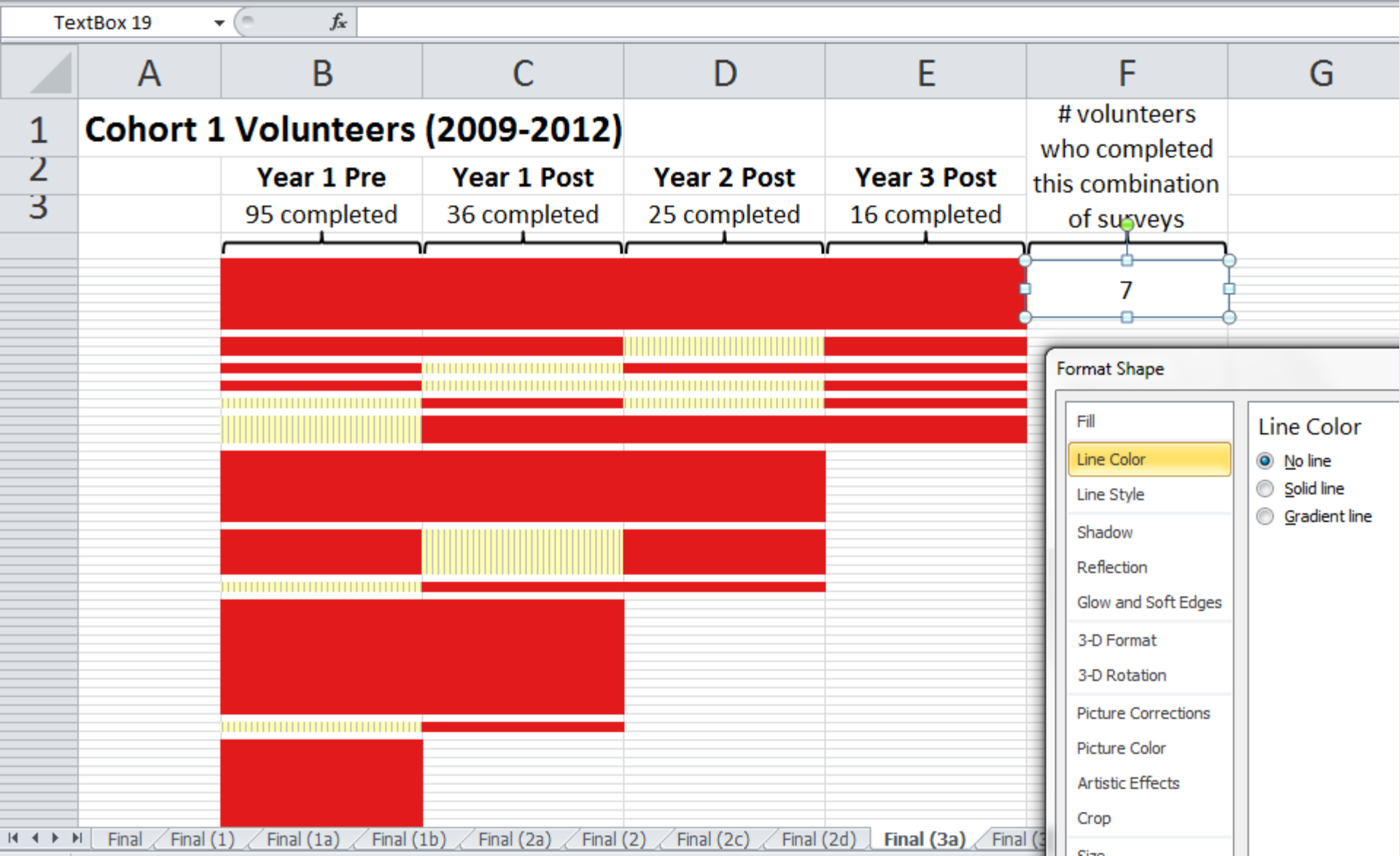
Wrap Text

Merge & Center

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Conditional Formatting as Table Cell Styles



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General

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Conditional Formatting Format as Table Cell Styles

	A	B	C	D	E	F	G
112							
113	Cohort 2 Volunteers (2010-2012)				# volunteers who completed this combination of surveys		
114		Year 2 Pre	Year 2 Post	Year 3 Post			
115		36 completed	18 completed	12 completed			
					4		
					1		
					7		
				4			
				10			
			27				

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General

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Conditional Formatting Format as Table Cell Styles

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	A	B	C	D	E	F	G
			27				
174							
175	Cohort 3 Volunteers (2011-2012)			# volunteers			
176		Year 3 Pre	Year 3 Post	who completed			
177		27 completed	12 completed	this combination			
				of surveys			
				5			
				7			
			22				
213							
214							
215							

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Normal Page Layout Page Break Preview Custom Views Full Screen

Workbook Views

☒ Ruler ☒ Formula Bar

☒ Gridlines ☒ Headings

Show

Zoom 100% Zoom to Selection

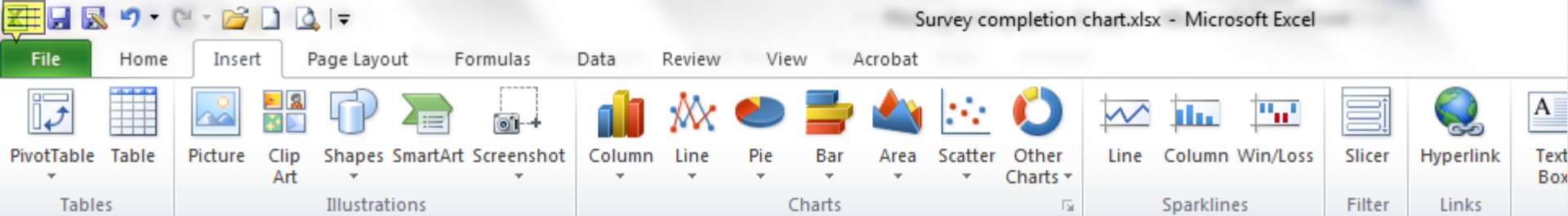
Zoom

New Window Arrange All Freeze Panes

Split Hide Unhide

View Side by Side Synchronous Scrolling Reset Window Position Window

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Cohort 1 Volunteers (2009-2012)					Excludes those who completed this combination of average															
2		Year 1 Pre	Year 1 Part	Year 2 Part	Year 3 Part																
3		35 completed	35 completed	25 completed	16 completed																
						7															
						8															
						5															
						1															
				12																	
				1																	
			55																		
110																					
111	Cohort 2 Volunteers (2010-2012)					Excludes those who completed this combination of average															
112		Year 2 Pre	Year 2 Part	Year 3 Part																	
113		35 completed	18 completed	12 completed																	
						4															
						1															
						7															
						4															
				10																	
			27																		
172																					
173	Cohort 3 Volunteers (2011-2012)					Excludes those who completed this combination of average															
174		Year 3 Pre	Year 3 Part																		
175		27 completed	12 completed																		
						5															
						7															
			22																		



	A	B	C	D	E	F	G
1		Completed survey	Did not complete survey				
2							
3	Cohort 1 Volunteers (2009-2012)					# volunteers who completed this combination of surveys	
4		Year 1 Pre	Year 1 Post	Year 2 Post	Year 3 Post		
5		95 completed	36 completed	25 completed	16 completed		
						7	
						2	
						1	
						1	
						3	
					8		
					5		
					1		
				13			

f_x

Three cohorts of volunteer afterschool educators participated in the Youth

Did not
complete survey

Year 1 Pre
95 completed

95 completed

Year 1 Post
36 completed

36 completed

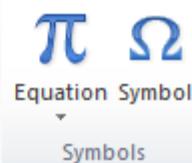
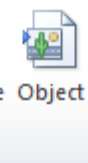
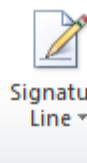
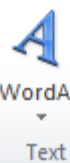
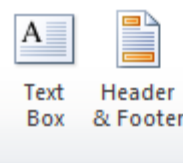
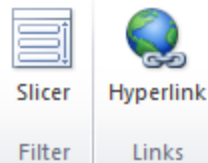
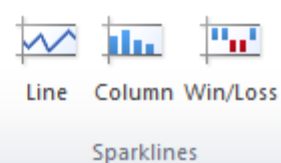
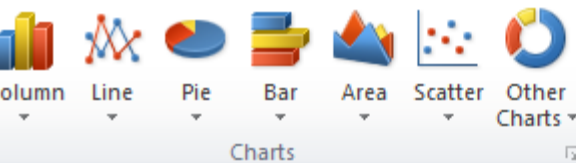
Year 2 Post
25 completed

25 completed

16 of 16

16 c

13



D	E	F	G	H	I	J	K
		Completed survey	Did not complete survey				
Cohort 1 Volunteers (2009-2012)						# volunteers who completed this combination of surveys	
		Year 1 Pre 95 completed	Year 1 Post 36 completed	Year 2 Post 25 completed	Year 3 Post 16 completed		
						7	A total of 10 Cohort 1 volunteers completed the Year 1 Pre and the Year 3 Post
						2	
						1	
						1	
						3	
						8	
						5	5 Cohort 1 volunteers completed the Year 1
						1	
						13	

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Normal Page Layout Page Break Preview Custom Views Full Screen

Workbook Views

☒ Ruler ☒ Formula Bar ☒ Gridlines ☒ Headings Show

Zoom 100% Zoom to Selection

New Window Arrange All Freeze Panes Split Hide Unhide

View Side by Side Synchronous Scrolling Reset Window Position Window

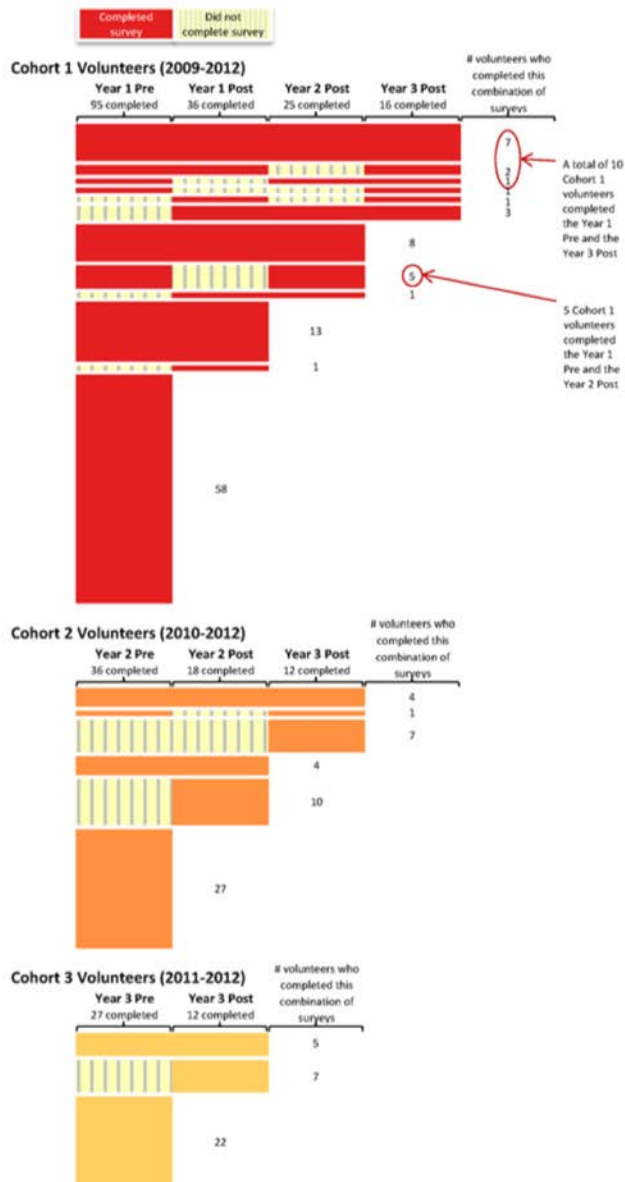
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		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U				
1	Survey Completion by Volunteer Educators in the Youth Development				Completed survey		Did not complete survey																			
2																										
3																										
4																										
5																										
												</														

Survey Completion by Volunteer Educators in the Youth Development Training Project

Three cohorts of volunteer afterschool educators participated in the Youth Development Training Project from the fall of 2009 through the spring of 2012. The volunteers received training in how to implement hands-on, inquiry-based curriculum in their afterschool programs.

Each cohort of volunteers was invited to complete a series of surveys as part of an evaluation of the project's effectiveness. Volunteers were asked to complete a pre-survey before they attended the first training, and then a post-survey at the end of each year they volunteered. The first cohort of volunteers (Cohort 1) participated in the project for three years, while the second cohort (Cohort 2) participated for two years, and the last cohort (Cohort 3) participated for one year.

The chart shows how many surveys the volunteers in each cohort completed.





How to create an infographic*

1. Learn about topic
2. Identify goals and challenges
3. Sketch and prototype
4. Test and tweak
5. Share (and get feedback)

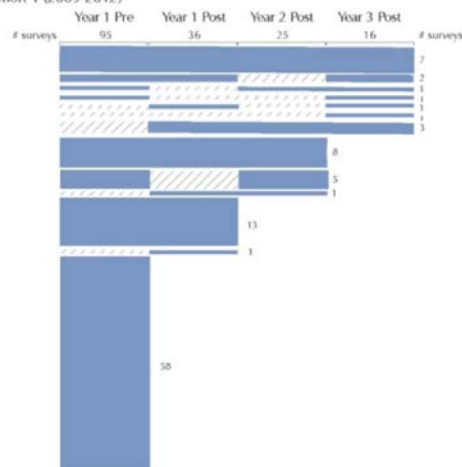
*Alberto Cairo

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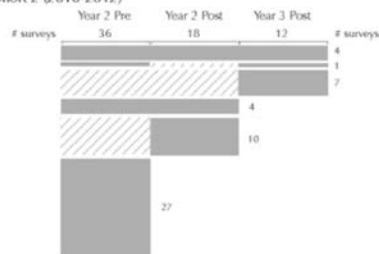
Survey completed / Survey not completed

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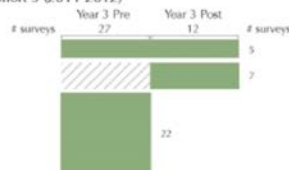
Cohort 1 (2009-2012)



Cohort 2 (2010-2012)



Cohort 3 (2011-2012)

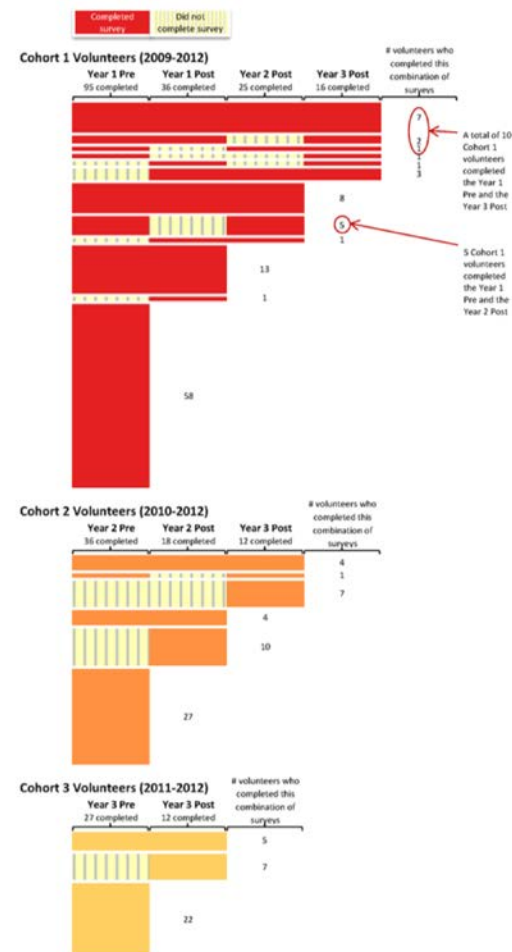


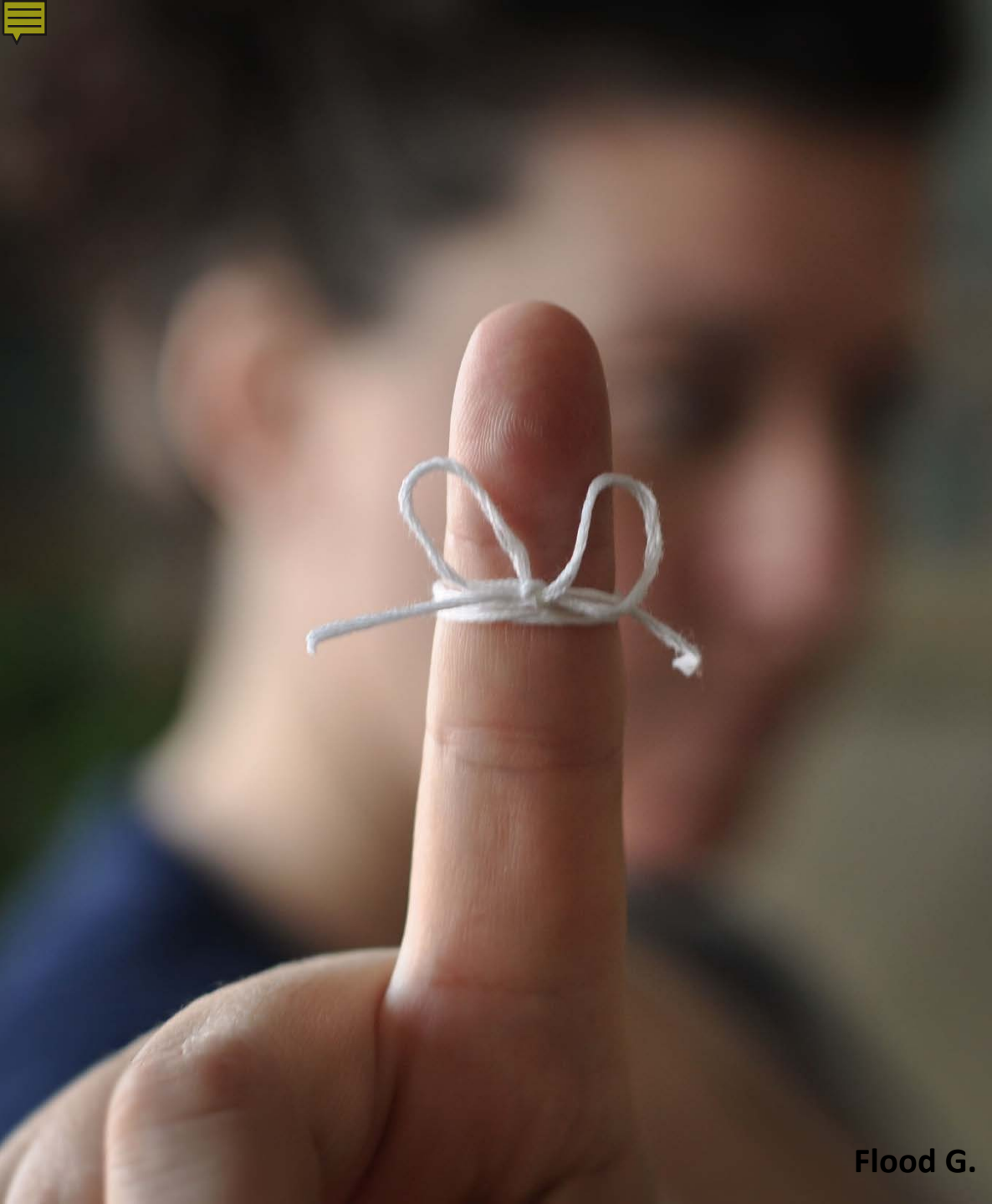
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3 **tips** to
remember

1

Consider perception research

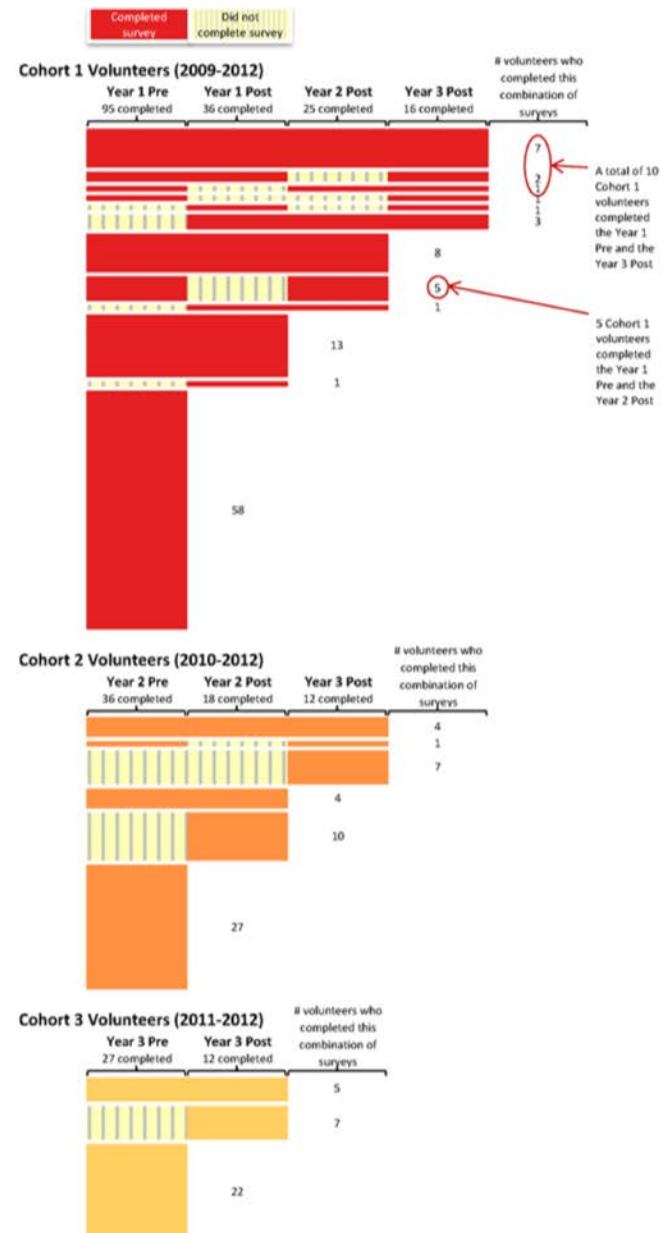
Cleveland, W.S. & McGill, R. (1984). Graphical Perception. *Journal of the American Statistical Association*.

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2

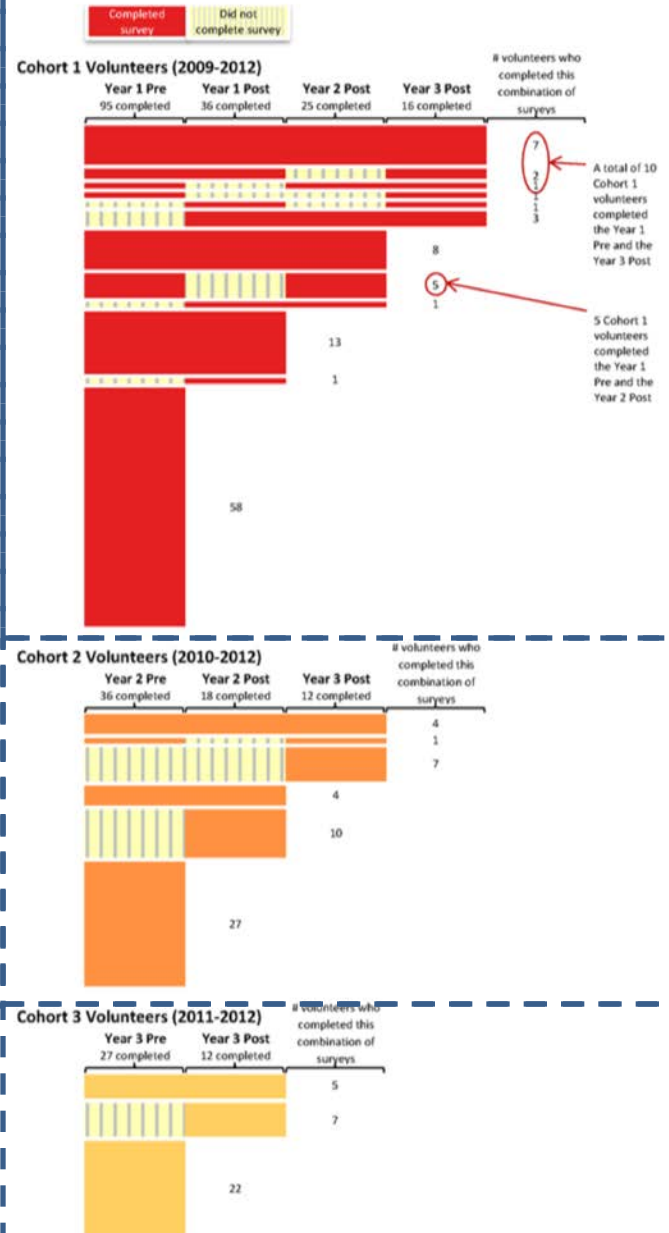
Use **grids**
to compose
your design

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3

Use a **limited color palette** and **fonts**

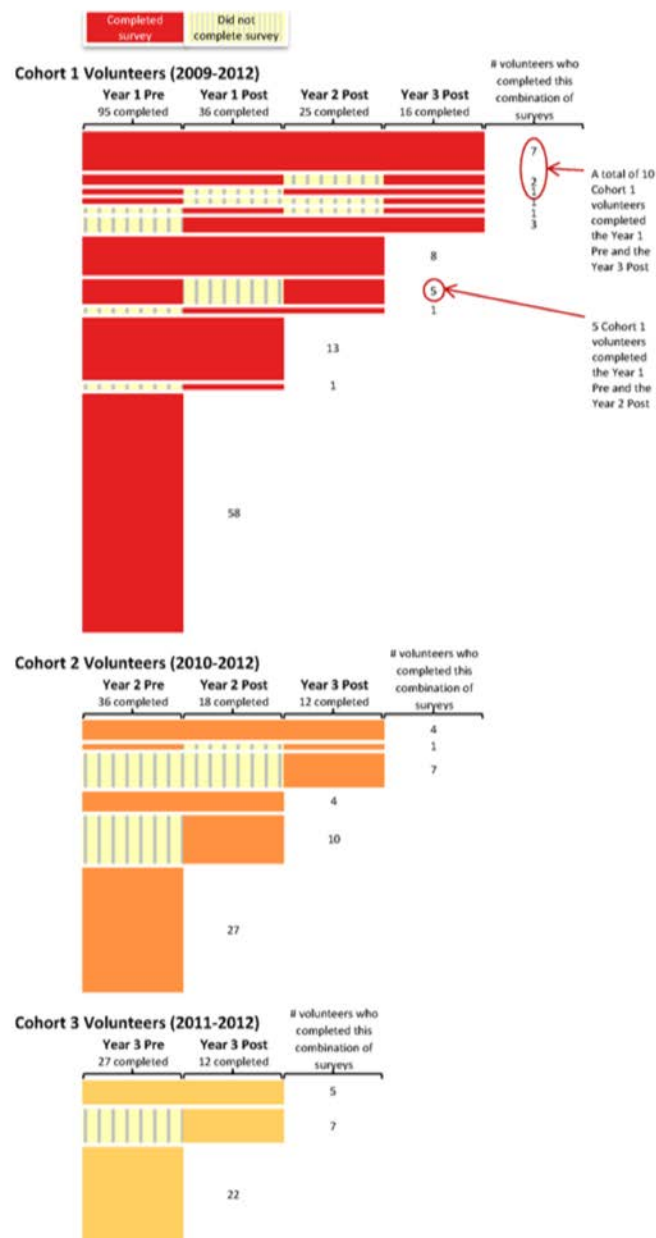


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“Any good infographic is
functional as a
hammer, **multilayered**
as an onion, and
beautiful and **true** as
a mathematical equation.”

~Alberto Cairo



Introduction to Infographics and Data Visualization

Alberto Cairo

<http://open.journalismcourses.org>



Check out these data viz blogs:

<http://flowingdata.com/>

<http://stephanieevergreen.com/blog/>

<http://emeryevaluation.com/>

<http://www.excelcharts.com/blog/>

<http://eagereyes.org>

<http://www.perceptualedge.com/blog/>

<http://www.storytellingwithdata.com/>

A close-up, shallow depth-of-field photograph of a row of sharpened colored pencils. The pencils are arranged diagonally from the bottom right towards the top left. The colors visible include yellow, orange, red, pink, purple, blue, and green. The pencils in the foreground are sharp, while those in the background are blurred.

Ginger Fitzhugh

gfitzhugh@eraeval.org

EVALUATION



Research Associates