

# Process for Analysis of Tick Boxes for Questionnaire 2

## 1. AGREEING THE BRIEF

As we developed Questionnaire 2, we also began to think about how we would analyse and present the results. It had been evident from the beginning that the questionnaire had to be structured in such a way that that it could be computer analysed. There were a number of considerations:

- The importance of being able to records all the data electronically and the need to make the data entry simple in order to avoid mistakes
- The need to be able to get information out of the software in a clear way to aid communication with different audiences
- Identifying someone who could provide the necessary technical expertise as we felt we did not have sufficient depth of expertise available.
- Deciding which software was to be used
- Identifying who would do the data entry and who would work on the presentation of the data (Sue Wagstaff/Graham Webb and CH respectively)

Arising from the initial discussions we developed a brief (see **APPENDIX 1**)

## 2. DEVELOPING THE SPREADSHEET

We identified Terry Hedge as a consultant who could help us. JA and CH met with him initially and discussed the draft of the brief. Following this we agreed that we would use Excel spreadsheets rather than an Access database because those involved were more familiar with Excel. There then followed a number of steps:

- Terry developed a draft of the master spreadsheet into which the data would be entered
- This was discussed with JA and Sue Wagstaff and amended accordingly to make the data entry easier.
- They also agreed how each questionnaire would be recorded by number (each questionnaire had a unique number on the front) to ensure it was not possible to have duplicate entries.
- In parallel, Terry entered some 'dummy' data and gave some examples of how the data could be summarised and presented in the form of pie charts and bar charts.
- We also identified the need to be able to break down all the questions by Parish and by age group to be able to check whether there were differences in opinion between the parishes and the age groups.

**APPENDIX 2** contains a 'picture' of part of teh spreadsheet.

## 3. ANALYSING THE DATA

As the questionnaires were collected in batches they were given to Sue and Graham who started entering the quantitative data. As batches were completed, the latest version of the spreadsheet was emailed to Terry who produced 'the latest' summary information for each question in the form of bar charts and pie charts. This enabled the Management Team and the Steering Group to begin to get a feel for the results as they emerged: a preliminary presentation based on the first 250 responses was given to the Steering Group on 18th December 2014. It was made clear that conclusions could not yet be drawn from the data.

## 4. IMPROVING THE PRESENTATION OF THE RESULTS

A spreadsheet brief was prepared summarising the different ways that the answers to the different types of question would need to be calculated, summarised and presented to allow the Management Team and Steering Group to understand the results in maximum detail. Two discussions were required to go through the detailed methodology for each type of question. This led to further development of the spreadsheet.

Finally, Terry gradually transferred pie charts, bar charts and tables from the Excel spreadsheet to a Powerpoint file presented to the Steering Group on February 19<sup>th</sup> 2014.

**APPENDIX 3** shows some intermediate stages in analysis and presentation of different types of question (yes/no and rank order).

## **5. AUDITING THE SPREADSHEET**

The MT had agreed early on in the process that we needed to audit this process. We agreed two forms of audit:

1. Emma Ball, (Community and Regeneration Officer, Cornwall Council) would take a random sample of the original questionnaires and would check that both the quantitative and qualitative data had been correctly recorded. Emma requested 40 random 'random' questionnaires. On the basis that we had a total of 814 forms, Sue Wagstaff I extracted every 20<sup>th</sup> form to produce the required number.

**APPENDIX 4** gives a summary of Emma Ball's assessment (positive).

2. JA, who had not been involved in the final stages of developing the spreadsheet, would check through both to ensure that the calculations were made correctly.

**APPENDIX 5** gives a summary of John Adams' assessment (positive).

## APPENDIX 1: DRAFT BRIEF FOR CONSULTANT

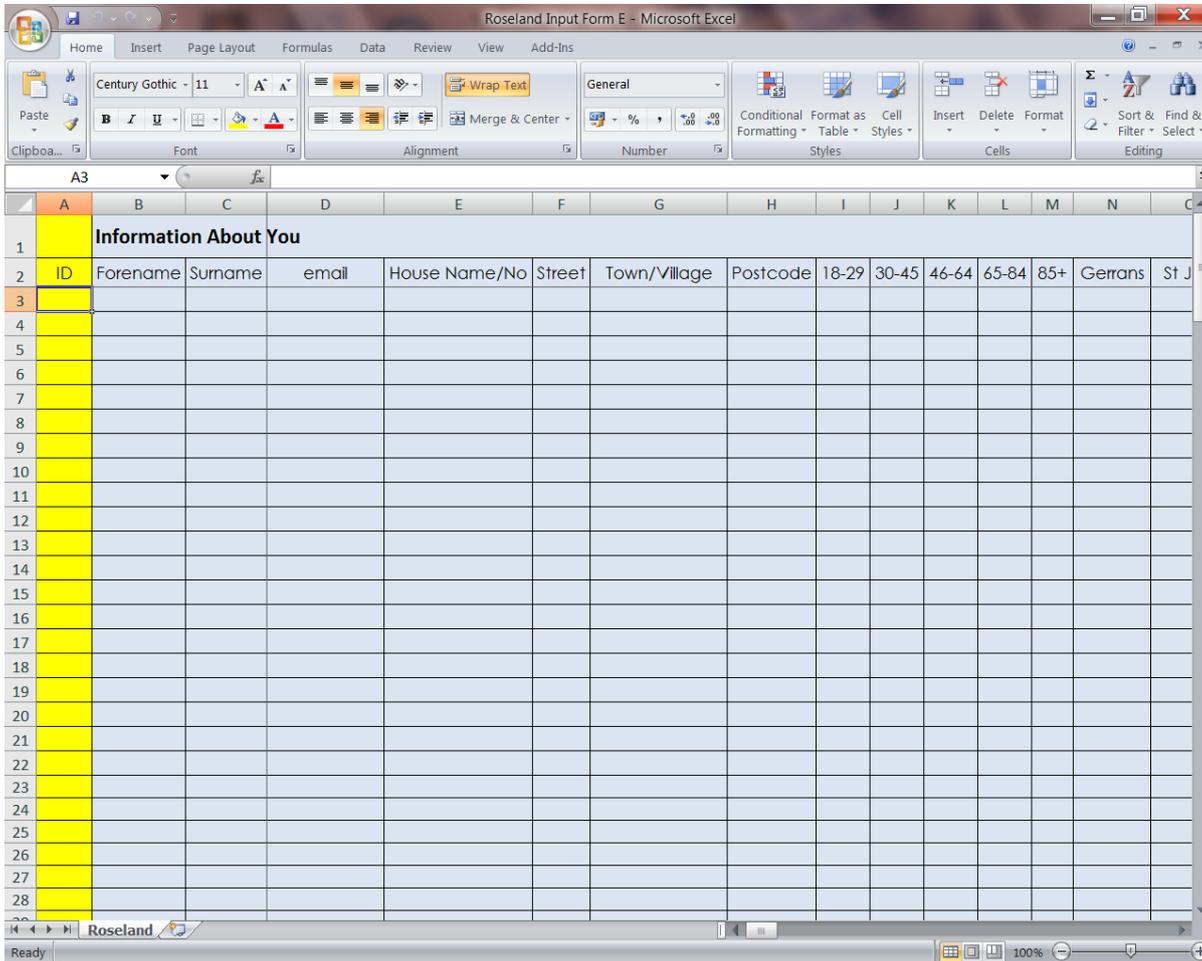
TASK	START	FINISH	COMMENTS
Take questions sections from Publisher document v6 and turn into version 1 of Excell spreadsheet	Demo on 8 <sup>th</sup> October	To be discussed	
Fine tune graphic design and layout of “final” Publisher document and prepare it for printer	21 <sup>st</sup> October	23 <sup>rd</sup> October	Assumes Go Ahead from steering group on 16 <sup>th</sup> , and final Management Team meeting on 18 <sup>th</sup> to finalise for publication
Create version 2 (final) of Excel spreadsheet once ALL final amendments to questions have been agreed	24 <sup>th</sup> October	End October	
Show/teach us how to enter data from paper questionnaires into Excel spreadsheet	End October	By end first week November	We will start the data entry as soon as questionnaires start trickling in c 2 <sup>nd</sup> week November
Show/teach us how to interrogate the Excel spreadsheet to produce reports/analyses that we want		By mid November	Assumes we will want to start analysing results as they come in and start experimenting with ways of summarising the data
Provide help taking reports from Excell spreadsheet and turning them into clear documents designed to communicate the results to different audiences		February 2014	We may be fine doing this by ourselves once we have had the training above

## APPENDIX 2 - THE EXCEL SPREADSHEET

# Roseland Data Input Notes

## Using Microsoft Excel

1. Open the file: *Roseland Input Form E*
2. Enter Data of each person



3. Save
4. Note: all records in one Worksheet
5. Do not enter comments. (See below)

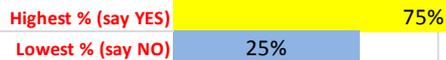
# APPENDIX 3 - CONSIDERING ANALYSIS OF DIFFERENT TYPES OF QUESTIONS, ie YES/NO or RANKING ORDER

<b>% RANK ORDER QUESTIONS: Qns 4, 5, 6, 13, 29</b>															
<b>OVERALL RANKING CALCULATION</b>															
Number of ticks for an individual item expressed as a % of the total number of responses															
<b>Presentation format 1: summary bar chart (horizontal)</b>															
QUESTION NO XX: agreed labelling (see list alongside)															
<table border="1"> <tr> <td>Highest option</td> <td>x%</td> </tr> <tr> <td>Second highest option</td> <td>y%</td> </tr> <tr> <td>Third highest option etc</td> <td>z%</td> </tr> </table>										Highest option	x%	Second highest option	y%	Third highest option etc	z%
Highest option	x%														
Second highest option	y%														
Third highest option etc	z%														
<b>Presentation format 2: tables for parish/age breakdown</b>															
QUESTION NO XX: agreed labelling (see list alongside)															
<b>NOTE: need to discuss this layout. Am not totally clear about it in my mind</b>															
<b>BY PARISH</b>															
<b>St Just priorities</b>															
Highest option															
Second highest option															
Third highest option etc															
Fourth highest option etc															
<b>Veryan priorities</b>															
Highest option															
Second highest option															
Third highest option etc															
Fourth highest option etc															
<b>Gerrans priorities</b>															
<b>Ruan priorities</b>															
<b>Philleigh priorities</b>															
<b>BY AGE GROUP</b>															
18-29 priorities															
30-45 priorities															
46-64 priorities															
65-84 priorities															
85+ priorities															
<b>LABELLING OF EACH QUESTION</b>															
<b>QN NO</b>															
<b>LABEL</b>															
<b>4</b>															
<b>Key aspects to conserve</b>															
Rivers, streams, creeks															
The coastline															
Uninterrupted offshore views															
Natural habitats															
Hedges															
Trees															
Field patterns															
The farmed landscape															
Ridges and skylines															
Unspoilt landscape views															
Footpaths															
Harbours															
Local built heritage															
Other															
<b>5</b>															
<b>Wind turbine options (preferences)</b>															
No restrictions															
OK up to a certain height															
None at all															
Other															
<b>6</b>															
<b>Solar preferences</b>															
No restrictions															
OK if well hidden															
Domestic only (on roofs and on ground)															
Domestic only on roofs															
Other															
<b>13</b>															
<b>Specific location for new housing (preferences)</b>															
Infill/integrate with existing															
On edge of village															
Outside village boundaries but integrated with existing															

**YES/NO QUESTIONS: Qns 3,7,9,14(i), 14(ii), 15, 16(i), 16(ii), 17,19,20,21, 22, 25, 26, 27, 28.**

**Presentation format 1: summary bar chart (horizontal format)**

QUESTION NO XX: agreed labelling (see list alongside)



**NOTE: keep two presentation formats separate so that each can go into a Powerpoint**

**Presentation format 2: tables for parish/age breakdown**

QUESTION NO XX: agreed labelling (see list alongside)

BY PARISH	Number of responses	% Yes	% No
St Just			
Veryan			
Gerrans			
Ruan			
Philleigh			
TOTAL RESPONSES			

BY AGE GROUP	Number of responses	% Yes	% No
18-29			
30-45			
46-64			
65-84			
85+			

**LABELLING OF EACH QUESTION**

QN NO	LABEL
3	Strengthen provisions for conservation and enhancement of landscape and seascape?
7	Support other carbon reduction options?
9	Favour further restriction on new development in your parish?
14(i)	Design guide for new residential buildings and extensions?
14(ii)	Design guide for new commercial buildings and extensions?
15	If your Parish demonstrated a need for additional affordable housing would you support it?
16(i)	Sites with 100% affordable homes only?
16(ii)	Sites with mix of affordable and open market homes?
17	Affordable housing for locals only?
19	Support limits on new houses built for sale on open market?
20	Support limits on new second homes/holiday lets?
21	Support conversion of second homes/holiday lets/hotels into full time residences?
22	Additional restrictions for commercial development?
25	Affected by reduction/withdrawal of bus services?
26	Rely on a car to get around?
27	Need criteria for off road parking for new developments?
28	Current three surgeries adequate?

WEIGHTED RANK ORDER QUESTIONS: Qns 1, 11, 12, QUESTION NO XX: agreed labelling (see list alongside)										
<b>OVERALL RANKING CALCULATION</b>										
	Number overall	Number overall	Number overall	Ranking calculation						
	1st priority	2nd priority	3rd priority	3 times 1st priority	2 times 2nd priority	1 times 3rd priority	TOTAL (sum E+F+G)	OVERALL RANK ORDER (Highest=1)		
Option 1										
Option 2										
Option 3										
Option 4 etc										
<b>Presentation format 1: summary bar chart (horizontal format)</b>										
QUESTION NO XX: agreed labelling (see list alongside)										
First preference										
Second preference										
Third preference										
<b>RANKING CALCULATION FOR EACH PARISH/AGE GROUP</b>										
	Number in each parish/age group marking this OPTION AS their first priority	Number in each parish/age group marking this option as their second priority	Number in each parish/age group marking this option as their third priority etc	Ranking calculation						
	1st priority	2nd priority	3rd priority	3 times 1st priority	2 times 2nd priority	1 times 3rd priority	TOTAL (sum E+F+G)	OVERALL RANK ORDER (Highest=1)		
Option 1										
Option 2										
Option 3										
Option 4 etc										
<b>Presentation format 2: tables for parish/age breakdown</b>										
QUESTION NO XX: agreed labelling (see list alongside)										
BY PARISH	St Just	Veryan	Gerrans	Ruan	Philleigh					
First preference										
Second preference										
Third preference										
Fourth preference etc										
BY AGE GROUP	18-29	30-45	46-64	65-84	85+					
First preference										
Second preference										
Third preference										
Fourth preference etc										

Qn NO	LABEL
<b>1</b>	<b>Quality of life (priority areas)</b>
<b>Qn1 Options</b>	Character of villages and hamlets Quality of landscape and coastline Making it easier for young people Maintain Roseland as tourist destination Heritage natural environment Heritage historic buildings Sustaining local services and facilities
<b>11</b>	<b>General locations for new building (preferences)</b>
<b>Qn 11 options</b>	Renovation/change of use of existing buildings Previously developed land Green field sites
<b>12</b>	<b>Scale of new building</b>
<b>Qn 12 options</b>	Sites of 1-5 units  Sites of 5-10 units  Sites of more than 10 units

<b>% RANK ORDER QUESTIONS: Qns 4, 5, 6, 13, 29</b>									
<b>OVERALL RANKING CALCULATION</b>									
Number of ticks for an individual item expressed as a % of the total number of responses									
<b>Presentation format 1: summary bar chart (horizontal)</b>						<b>LABELLING OF EACH QUESTION</b>			
QUESTION NO XX: agreed labelling (see list alongside)						<b>QN NO</b>		<b>LABEL</b>	
Highest option x%						<b>4</b>		<b>Key aspects to conserve</b>	
Second highest option y%						<b>Qn 4 options</b>		Rivers, streams, creeks	
Third highest option etc z%								The coastline	
								Uninterrupted offshore views	
								Natural habitats	
<b>Presentation format 2: tables for parish/age breakdow</b>								Hedges	
QUESTION NO XX: agreed labelling (see list alongside)								Trees	
								Field patterns	
<b>NOTE: need to discuss this layout. Am not totally clear about it in my mind</b>								The farmed landscape	
<b>BY PARISH</b>								Ridges and skylines	
<b>St Just priorities</b>								Unspoilt landscape views	
Highest option								Footpaths	
Second highest option								Harbours	
Third highest option etc								Local built heritage	
Fourth highest option etc								Other	
<b>Veryan priorities</b>						<b>5</b>		<b>Wind turbine options (preferences)</b>	
Highest option						<b>Qn 5 Options</b>		No restrictions	
Second highest option								OK up to a certain height	
Third highest option etc								None at all	
Fourth highest option etc								Other	
<b>Gerrans priorit</b>						<b>6</b>		<b>Solar preferences</b>	
<b>Ruan priorities</b>						<b>Qn 6 Options</b>		No restrictions	
<b>Philleigh priorities</b>								OK if well hidden	
								Domestic only (on roofs and on ground)	
								Domestic only on roofs	
<b>BY AGE GROUP</b>								Other	
18-29 priorities						<b>13</b>		<b>Specific location for new housing (preferences)</b>	
30-45 priorities						<b>Qn 13 Options</b>		Infill/integrate with existing	
46-64 priorities								On edge of village	
								Outside village boundaries but integrated with existing	
65-84 priorities									
85+ priorities									

## APPENDIX 4 - AUDIT ON DATA INPUT - Emma Ball, Cornwall Council

**From:** Ball Emma [mailto:emma.ball@cornwall.gov.uk]

**Sent:** 20 March 2014 15:07

**To:** 'jon@jonsmithassociates.net'

**Cc:** 'johnadams996@btinternet.com'; 'sue\_wagstaff@hotmail.com'

**Subject:** Roseland NP Questionnaire Audit

Hi Jon

I have completed the audit on all 40 questionnaires.

I went through each questionnaire checking all the answers against each question on the excel spreadsheet. I could not audit the comment questions as I did not have the information. I have marked all the questionnaires on the front page stating I have audited them and put the date completed and my initial.

Below are some amendments that I picked up when comparing the questionnaires with the data spreadsheet. I have double checked the amendments and most of them are where the (N) has not been entered. It is up to the Management Committee whether you make the amendments.

I thought the spreadsheet data was very clearly laid out and easy to read. You have all done a fantastic job and should be very proud of what you have achieved.

Questionnaire	Question Number	Comment
590	Q21	Yes answer not recorded
1196	Q29	Answer not recorded as (N)
1479	Q4 Q28	Trees (not recorded) Recorded as Yes when answer is no
1873	Q29	Answer not recorded as (N)
2037	Q13	(i)infill (no recorded)
2082	Q28	Has been marked as Yes when should be (N)
2501	Q14	(ii) commercial development not recorded as (N)
2781	Information about you	Veryan recorded instead of St Just

I have finished with the questionnaires. I do not have any meetings booked on the Roseland next week so I don't know if someone is in Truro? Alternatively I could give them to Julian German if that is easier.

If you have any queries or you would like to discuss any of the above please do not hesitate to contact me.

Best Wishes

Emma Ball

Community Regeneration Officer - Truro & Roseland, St Agnes & Perranporth, St Blazey, Fowey & Lostwithiel and Caradon, Localism Service, Chief Executive's Department, Cornwall Council

## **APPENDIX 5 - AUDIT OF EXCEL SPREADSHEET FOR ANALYSIS OF QUANTITATIVE DATA FROM QUESTIONNAIRE 2 - John Adams**

### **File names of version studied - Final data V5**

- Spreadsheet says 813 entries while SW sent 814 to TH. The origin of the problem is that TH had included one extra form/line not on SW's emails (2778a) while TH had not got either form listed by SW as ID= ? This needs to be resolved.
- I checked totals of 'yes' votes, 'no' votes, 'none of the above' votes and 'did not answer' for a randomly selected set of columns. The sums added up in each case.
- I also checked the calculations of %. The calculations were correct.
- Not all of those who completed questionnaires answered each question. Mostly the number of people who did not answer a particular question was of the order of 30. In some cases, the number who did not answer was much higher (over 100). As a result, I do not think it correct to calculate % as the number of yes (or no) votes by relating them to the total number of potential voters (814). The % should be related to the number of people who answered the particular question.
- Q1 was the first to use rank ordering. I checked that the calculations had been done correctly (which they had).
- The results from Q11, Q12 and Q13 also needed to be presented in rank order. Again I checked that the calculations had been done correctly (which they had).