

The FoDW Activities Planning Survey

December 6, 2004

How to Interpret the Summary Results

The data summary file presents the results of the Friends of Dicken Woods Activities Planning Survey conducted in November 2004. 49 respondents took the survey via the FoDW website (dickenwoods.org).

A series of 12 possible activities were presented, and each respondent was asked to say what priority he/she would assign each activity, choosing between "high priority," "medium," "low," "not sure," and "don't do at all."

Respondents were also asked for general comments/suggestions/feedback, and finally, were also asked how frequently they used Dicken Woods (several times per week, several times per month, once or twice, or none yet.).

For each response of "high priority," a given activity was awarded 3 points. For each "medium" got 2 points; each "low" got 1 point, and each response of "do not do at all" or "not sure" meant that activity received zero points for that respondent's answer.

The points were summed up, resulting in a priority listing or ranking of the projects, from the most popular project (removing buckthorn) through the least popular ("adopting" Hanson Park).

In addition, in order to get a sense of the levels of support and resistance for each activity, a "support" index was created as follows: the percentage of respondents who answered "high" priority for a given activity was added to the percentage who responded "medium," giving a total percentage of relatively "strong support." Next, the percentage of respondents who answered "low" priority for a given activity was added to the percentage who responded "do not do at all," giving a total percentage of "weak" or no support. Finally, the summed percentage of "weak/no" support was subtracted from the summed "strong" support, leaving a net support percentage.

For the most popular activity (removing buckthorn), 92% of respondents gave "strong" support (63% gave it a high priority, and 29% gave it a medium priority), while 6% of respondents gave "weak/no" support (6% gave it a low priority; 0% said "do not do at all"; 2% said "not sure"). Thus, 92% "strong support" minus 6% "weak/no support" gave "buckthorn removal" a net support index of 86%.

For the least popular activity ("adopting" Hanson Park), 12% of respondents gave "strong" support (2% gave it a high priority and 10% gave it a medium priority), while 63% of respondents gave it "weak/no" support (26% gave it a low priority; 37% said "do not do at all"; 24% said "not sure"). Thus, 12% "strong support" minus 63% "weak/no support" gave "Hanson Park" a net support index of -51%.

The points, ranking, %strong support, %weak/no support, and %net support are provided in the tables of the data summary document. The top table lists the questions by question order as they were listed in the online survey, and also shows the number (N) of respondents who answered each question by each priority option (high/medium/low/do not do at all/don't know). The lower table lists the questions in order as they were ranked by the scoring system. The graph to the right of the lower table shows the points and the %net support for each activity.