CEF 28   Analysis of Questionnaire by Theme

At the meeting last Tuesday our "experts" who were invited to input into the process seemed clear that we were best to organize into smaller groups to analyse sections of the data rather than all try and look at everything. It makes a lot of sense to analyse comments and data together as often people have referred to specific elements we raised in the questions in their comments (eg Repton Health Centre or Cycle paths or the Dales). As we discussed at the meeting it is important to assess what level of "drilling down" is appropriate for each into age category or location demographics.

1 Look together at the data sets carefully and discuss widely. Not just from the big categories in the pie charts but also from the perspective of the spread. Please could you add to each pie chart the number of people who answered the question and the number of non responses and the number for each answer. Particularly think about what people meant when they ticked "3" - it can be read in different ways - the comments may help flush this out. It is important if two of us see a question and its answers differently that we surface this rather than jump to an easy conclusion about what it is telling us. We don't need the examiner to point out a different interpretation later! Please consider whether a pie chart is the most appropriate way to express what you are seeing from the data and suggest or create an alternative / improved visual.

2 Make broad notes from the data and then cross reference with the comments. This again keeps our mind open to what people may have meant. Our biggest risk at this point is a perceptual one of either seeing our own thoughts validated or "group think". Try and select comments that express counter views if there are some and document some comments on how frequently the different views are expressed and how prevalent the comments are on particular topics. When quoting a comment please always write the questionnaire number beside it - it would be a nightmare to try and find these again later.

3 Request any investigations you would like of the data - eg could we see just the data set for over 65 or separately for Milton and Repton or under age 25 etc. Rather than all of us cutting and carving the data it is probably best to request these so we know the same process has been followed and we can track the versions used. Again if under scrutiny from the examiner later we do not want to have to go back and re-create the task

4 Picking up on the other point our "experts" made the other night there are some tensions expressed - we should highlight these. For example yes to in-fill but not using any of our green spaces. And equally note any suggestions that are offered

5 Please list any and all specific and more general suggestions that are made - eg "protect the paddock cut through from Milton Road to Monsom Lane "Q417. if age / location / sex are important in referencing a quote, please also write this in although if you have the Q number it will be easy to find

6 Of course, this will lead you to **highlight themes and note any policy suggestions** that come about

7 All take account of the comments in the "Other" column - sometimes it is a synthesis of people's thoughts, other times it relates to a specific area, they've just chosen to put it in at the end. If you have a moment to scan the other columns this is helpful too - often things like the "infrastructure" points cross several categories and may be relevant to your analysis.