



COLORADO STATE UNIVERSITY
EXTENSION

Survey Data Analysis

Data Analysis

After receiving responses from an evaluation, the next step is to analyze the data. When considering evaluations that are comprehensive in nature, analyzing nominal and ordinal data concerning other issues that may be of interest to your clientele, your scope of work, client demographics and attributes, and client satisfaction typically involves calculating frequencies, percentages, and medians or means. These kinds of quantitative analyses that describe or summarize the basic features of data are referred to as **descriptive statistics** (Trochim, 2005). For example, you may want to know how many times different issues of interest were raised by clientele, what percentage of your clientele were Latinx, or the mean level of satisfaction with your program.

Analysis of your logic model/theory of change and your indicators may be as simple as applying descriptive statistics, but it could also involve a deeper dive that is intended to uncover more meaning from the data. **Visualization** of the data (i.e. through charts and graphs) is one way to “see more” and go deeper with your analysis. Beyond that, **inferential statistics** are a kind of quantitative analysis that is used to reach conclusions that extend beyond the immediate data, such as causation between variables (Trochim, 2005). Extension specialists and [CSU's Stat Lab](#) can be consulted about inferential statistics. The Stat Lab provides general consulting for free and other consulting through hourly fees.