

COVID-19 SURVEY RESULTS

Guidelines and Considerations for Use

The following guidelines and considerations are intended to help you and your partners use and share survey results in a way that is meaningful and accurate. If you have questions about how to use or share survey results, please contact Ashley.Anglin@UnitedWayNNJ.org.

- The survey has been conducted with a “non-probability sample” (not all individuals in the population had an equal chance of being selected) and is therefore not a statistically valid representation of any geography, population, or sub-population. This survey relied on email and other online distribution through United Ways and partners; those networks are unlikely to represent any given population in a measurable way. This is important to understanding the strengths and limitations of the responses you have received, and it is **critical** that you make this clear when you write up or share results.
 - **DO NOT:** Say things like “people in [STATE] said...” or “across the state people experienced XYZ”
 - **DO:** Use terms like “survey respondents reported...” or “people who took the survey said...”
- In your data file, the survey responses have been broken down by households below and above the ALICE Threshold. This calculation is based on their reported income, household size, household type, and location. This data can be used to compare the two groups of respondents but remember that these groups do not represent all households above and below the ALICE Threshold in your state/region.
 - **DO NOT:** Say things like: “XX% of ALICE households in STATE were concerned about...”
 - **DO:** Report data such as, “respondents from households below the ALICE Threshold were twice as likely to be concerned about paying housing expenses than those above the ALICE Threshold.”
- All questions except for demographic questions were asked at the household-level. This should be clear when sharing results.
- The data file allows you to view results by demographic or geographic sub-group. We strongly suggest that you do not publicly report results for groups with less than 100 responses. For example, do not share data for a demographic group with less than 100 responses. An alternative is to combine groups, for example, if a county or zip code has less than 100 responses, combine it with other geographic areas to reach at least 100 responses before reporting results.
- When comparing geographic and demographic sub-groups...
 - **If you received the formatted Results Report**, we conducted statistical analyses of different demographic and geographic sub-groups and included key differences. Any time we say, “significantly different,” the groups were found to be *statistically* significantly different, meaning the difference between the two groups was caused by something other than chance.
 - **If you are doing your own analysis** of the data file, avoid using the term “significant” unless you are reporting statistically significant results.
- *For partners who received the default Qualtrics report:* This document is not intended for public distribution in its current form. It is meant to be used internally to inform your work. If you would like to share your survey results publicly, you can use the default report as the basis to create a paired down or expanded version with your logo/branding. Please include an acknowledgement of the partnership with United For ALICE and/or the United For ALICE boiler plate (included at the end of the default report).