

Notes for interpreting survey scores:

Strengths

- Scores of 67% favorable are generally considered strengths
- Scores of 75% + favorable are generally considered real strengths
- Compare favorable percentages for your location to a district or national average. Five percent above is a relative strength while 10% above is a very positive strength.
- Review top 10 highest rated items for your location. Identify those that are not among the top 10 highest rated items for either the national or district sample. These tend to be significant strengths of your organization.

Opportunities

- Scores of 20% - 30% unfavorable are generally considered an area for improvement
- Scores of 30%+ unfavorable are generally considered an area for immediate improvement
- Compare unfavorable percentages for your location to a district or national average. Five percent below is an opportunity for improvement while 10% below is a significant risk that should be explored further.
- Review 10 lowest rated items for your location. Identify those that are not among the 10 lowest rated items for either the national or district sample. These tend to be significant weaknesses in your organization.

High Neutrals

- High neutral scores can indicate one of several things. Most notable high neutrals indicate a degree of apathy or ambivalence relate to the topic. High neutrals are typically thought to be either an opportunity in that an organization can sway the thinking of a large percent of the population by addressing the topic or a threat if the topic remains unaddressed (and the stakeholder group becomes even less satisfied).

The notes above are based on the assumption that each location has a significant sample of at least 30 respondents per category. While breakdowns in the data for groups of less than 30 can be interesting, one must consider this data to be anecdotal.