

Quantify Survey Research February 2011

Presentation over content

Last week saw the launch of the street level crime maps on www.police.uk/ rapidly followed by the predictable news that the site had crashed because of the 75,000 hits a minute it was getting. Having promoted it on every national TV and radio station, were they really surprised by that? Even a rat can learn from experience so it is sad that most humans can't learn from other people's experience. Only our own disasters seem to register.

They soon got the web site working again, so you should be able to reach it now, if you haven't already. It is very slick. You enter a postcode and you can see whether your area has average crime incidence, or more or less than average, then drill down to figures on reported crime in various categories street by street.

The next story, though, was more serious. People began pointing out that some of the "facts" reported on the site were just wrong. Allegedly, crime stats for one area included hoax calls. So while the presentation is excellent, the figures and comparisons between areas might be a bit suspect.

The presentation of data is important. Done well, it can reveal patterns in complex data to that would otherwise remain hidden. But if the underlying data is unsound, elaborate presentation, however elegant and impactful it may be, will still mislead. Worse still, it can lend spurious credibility to dodgy statistics.

As they used to say in Information Technology circles, "Garbage in; Garbage out".



David Lusty
Principal Consultant
Quantify London



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For a complimentary initial consultation, please call David Lusty, Quantify London on 08452 41 41 60 or 020 8704 1296 or click to [email](#).

Or call Sue Alderson, Quantify Yorkshire, on 0845 241 3450 or click to [email](#).



Sue Alderson, Quantify Yorkshire

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Guest Spot

Under the banner of the Smart Coaching Company, Linda Denny specialises in leadership, personal effectiveness and career coaching and mentoring. She is passionate about optimising strengths and identifying talent, managing weaknesses and developing potential. Author of two Ebooks: *How to really get things done. Stop procrastinating and start actioning* and *Motivation: your pathway to success*, Linda has also appeared on local radio, written for journals, given talks and run workshops. If you would like to contact Linda, please email Quantify and we will put you in touch.

Linda writes:

Does understanding gender brain differences help manage in the work place?

So let's get the biology lesson over with! Males and females are different; not better or worse, but different. We evolved differently over millions of years and our brain structures continued to change. We think and process information differently. Our perceptions, priorities and behaviours are also different.

6 differences you should know about!

1. Women's eyes display more white than men's eyes because close range personal communication is an integral part of female bonding. Having more white on show, allows a greater range of eye signals to be sent and received.
2. Females are more effective at lying to males face to face because male brains are less skilled at spotting incongruencies between verbal and non verbal signals.
3. Reading between the lines is something women are said to do. This is due to their greater sensitivity in differentiating tone changes in voice volume and pitch enabling them to hear emotional changes in others. Men, however, can hear direction better for hunting purposes.
4. Male brains are not so well equipped to hear or see details. Females pick up the visual, vocal and body language signals such as who is talking to who and the subtleties behind this.
5. Women have two speech centres in their brain, one on each side enabling them to be good conversationalists! Males have one speech centre in the left part of the brain.
6. After a day full of problems, a male brain can file and store them all away. This ability to store and separate information comes from the compartmentalised male brain. Females, however, have less function to store and so the problems go round and round in her head. Hence the need to talk about them and acknowledge them!

Tips for the workplace

- Take notice of those non verbal signals by tapping into women's intuition, i.e., the ability to notice small details and changes in the appearance or behaviour of others. By using this ability you can detect subtle mood and attitude changes in your team, colleagues and peers. At a meeting ask some of the females to summarise the feelings and emotions that are occurring, a very emotionally intelligent thing to do.
- Male characteristics and values are largely responsible for driving people to the top of the organisation but feminine values are becoming the way to stay there, encouraging team work, interdependence and collaboration.
- Closing business deals with direct, short solution focused sentences is where males thrive. Such direct speech can seem rude and abrupt in social settings. Using indirect speech or concentrating on building rapport is generally a natural female style. The ideal in business is maybe a duo of male and female each complementing the other.
- To encourage male listening, give him an agenda and advance notice. This appeals to his logical side and makes him feel appreciated in terms of why you are meeting and his contribution to the agenda and solving the issue.

Our genetics may determine our physiology but do remember that our upbringing and any training and development will enable us to change, adapt and improve! Bear in mind too that our personality differences can also emphasise and/or compensate gender differences such as introversion and extraversion. By acknowledging our differences we can embrace them!

The QUANTIFY sample Web Survey

Visit our [sample web survey](#) . This imaginary employee survey demonstrates the speed and flexibility of our web system and describes the many aspects which can be arranged to suit you. It provides a quick tour of Quantify services you may choose to use, and links to selected outputs illustrations.

If you know anyone who is considering a survey, please forward this email to them and suggest they have a poke around in our sample survey.

Refer a Friend?

Please forward this email to anyone you know who might be interested in any of our services. Or if they prefer, pass us their details, and we'll get in touch directly.

Blood Donation

I am currently suspended from donations but I shall soon be back on the blood donations trail again.

David

P.S. If you aren't already a blood donor, click the logo below to visit the National Blood Service site to find out more about why it is so important and how easy it is.



David is the proud possessor of a Gold Award for 50 donations (illustrated on the left), and these days, he is a [blood platelet donor](#).

The process involves being connected for an hour or more to a machine which draws out blood, separates the platelets, and returns the rest of the blood.

Because most of the blood is returned to the donor, platelet donors can donate every four weeks. "Normal" whole blood donors give only three donations a year. The procedure is much simpler and their donation is limited to ten minutes.

Complimentary "How to" guides

- Your Customer Satisfaction Survey
- Your Employee Satisfaction Survey
- Your Internal Customer Satisfaction Survey
- Your Management Feedback System (360 Feedback)

These e-books are full of practical advice and checklists for planning every stage of the project. Most people will find something useful in them. To request your copy, at no cost to you, please [click here](#).

Survey of the month

The survey of the month is not one of ours. It might not always be particularly topical, or very important or even serious, but we hope you will find it interesting.

OUR surveys are more than just interesting. They provide **management information** about how people **feel** doing business with you or working in your organisation. This allows you to manage your relationship with clients and employees, to retain clients and employees better, to reduce costs, improve customer satisfaction and to compete more successfully.

Manual workers smoke more but drink less than professionals

In a press release dated 27 January, 2011 the Office for National Statistics has announced smoking and drinking statistics relating to 2009. I can't find any explanation for the delay in announcing the results.

In households classified as routine and manual, 29 per cent of adults smoked cigarettes, compared to 15 per cent of adults in managerial and professional households.

In contrast, average weekly alcohol consumption was 13.5 units for adults in managerial and professional households and 10.7 units for adults in routine and manual households. These facts are set out in Smoking and drinking among adults, 2009, published by the Office for National Statistics as part of the General Lifestyle Survey.

Smoking

The prevalence of smoking has levelled off. In 1974, 45% of the adult population in Great Britain were cigarette smokers. For the last three years (2007 to 2009) it stuck at 21%. Men and women differ less than in 1974.

	Total	Men	Women
1974	41%	51%	41%
2009	21%	22%	20%

Among cigarette smokers, hand-rolling has become more popular. In 1990, 2% of women smokers rolled their own. In 2009, the figure was 21%. For men, the figures were 18% in 1990, increasing by 2009 to 37%. 63% of smokers say they would like to give up.

Drinking

Households	Managerial & professional	Routine & manual
Men exceeded 4 units*	41%	34%
Women exceeded 3 units*	35%	23%
Men exceeded 8 units*	23%	19%
Women exceeded 6 units*	15%	11%

* on at least one day in the previous week

The current recommendations for daily alcohol intake are that it should not regularly exceed three to four units for men and two to three units for women.

[Smoking and drinking among adults, 2009](#); ONS [Press release](#); [Data and a Statistical Bulletin](#)

Questionnaire authors' Top Tips

These tips are drawn from our popular and successful one-day seminar, *Developing, Authoring and Designing Survey Questionnaires*.

Forthcoming open course dates are on the web page.

We also offer a seminar about analysing and interpreting the results of surveys.

Print a reply address on a paper questionnaire

We still occasionally conduct surveys using paper questionnaires, and almost always provide a business reply envelope. This helps to improve the response rate by saving people the trouble of addressing an envelope and the expense of a stamp.

Sometimes the envelope gets separated from the questionnaire, though. We sometimes receive somebody else's response item in our envelope, and less often, one of our questionnaires forwarded by another concern who had received it in one of their reply envelopes.

Rather than just say "return in the envelope provided" we put our full FREEPOST address on the questionnaire, so that our envelope can be identified and anyone who can't find our reply envelope still has a convenient way to return the questionnaire.



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