From: FFT Member **** (your name here)
Sent: Friday, January XX, XXXX 1:30 PM
To: Fast Forward Thought
[mailto:memberservices@fastforwardthought.com]
Subject: Help!!! I'm trying to figure out this data!

Great! That gives me a lot of good information to work with! It sounds like there is quite a bit of information that I can get out of the data that I already have, but it will be very useful to take some of those ideas into account in the future.

I'll have to look into those statistical tests that you mentioned and get back to you on those. It sounds like they could provide support for the results of my survey, as well as to help validate many of the ideas I have on my event. I'm sure I'll have more questions for you soon though...

Thanks again!

FFT Member (your name here)

From: Fast Forward Thought
[mailto:memberservices@fastforwardthought.com]
Sent: Thursday, January XX, XXXX 7:00 PM
To: FFT Member **** (your name here)
Subject: Re: Help!!! I'm trying to figure out this data!

Yes, analyze each separate component of the survey to ensure that each specific question matches and contributes to your overall goal and intentions for collecting the data.

While looking at the questions, be assessing them to see if they are specific and detailed enough and if you are able to group each of them into their own distinct categories (for instance, there would be separate questions/categories for food, entertainment, accommodations, etc...).

Also, you mentioned that you are having participants answer questions based upon ranges... Perhaps you want to collect the data in an open-ended or fill-in-the-blank format? This may be simpler and more accurate and you can always convert the data to range based data upon analysis. Just a possible option.

Some other considerations that you may want to take into account relate to accurately representing your full population through the sample you're surveying, as well as ensuring that all characteristics of your respondents are taken into account.

For instance, you can do a 'power analysis' or other statistical tests to ensure that you have surveyed enough people to generalize the results to your entire population. You can also do statistical tests to assess if each group is sufficiently represented in your sample, but it may suffice to simply look at the characteristics of your attendees and ensure that each distinct category of attendee is focused upon.

Let me know if you have any other questions,

Thank you!

Jesse Ruffo, M.A.
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From: FFT Member **** (your name here)
Sent: Thursday, January XX, XXXX 3:30 PM
To: Fast Forward Thought
[mailto:memberservices@fastforwardthought.com]
Subject: Help!!! I'm trying to figure out this data!

Yes, that is very helpful! So you're saying that I need to look at how each individual piece of data is being collected in relationship to what I ultimately want to find out in order to make my data collection/analysis as efficient as possible. I'll take another look at my questions and the survey software to make sure everything is adequately addressed.

While I'm looking at those questions, what specific items should I be

looking out for? How can I be sure that they will be gathering the information that I need and are in the correct format?

Thanks again!

FFT Member (your name here)

From: Fast Forward Thought
[mailto:memberservices@fastforwardthought.com]
Sent: Wednesday, January XX, XXXX 8:30 PM
To: FFT Member **** (your name here)
Subject: Re: Help!!! I'm trying to figure out this data!

To estimate the financial impact of your event you will want to calculate exactly how much each attendee spends at the event and how many total attendees there are. Some general ideas for estimating this are to determine; total number of attendees, what percentage of the attendees are local, the roles of the attendees (spectators, staff, etc...), basic demographics, cost of accommodations, daily expenditures, number of people in their party, proportion of attendees whose main reason for being there is the event itself, and if any are combining the event with a holiday (to estimate any larger financial impacts).

To make your data easier to manage some possible revisions to the survey may include changes to the questions themselves, the electronic data collection/data export process, the general format of the survey, or to the instructions for participants. For instance, look at the questions themselves to see if they are truly gathering the information that is needed and ensure there is only one possible way for participants to interpret them.

Also, assess how the data is being collected and exported by the survey program/software you are utilizing. Look at how the questions are set up, how participants will enter data, and how the data will be coded in order to ensure that the format is one which makes it very easy for you to analyze after collection.

Does this help? Let me know if you have any other questions or would like any further information.

Here are some general practices and further resources on assessing economic impact (www.url-relevant-to-your-query.com or www.url-relevant-to-your-query.com)

Thank you!

Jesse Ruffo, M.A.
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www.FastForwardThought.com

From: FFT Member **** (your name here)
Sent: Wednesday, January XX, XXXX 1:30 PM
To: Fast Forward Thought
[mailto:memberservices@fastforwardthought.com]
Subject: Help!!! I'm trying to figure out this data!

I am trying to figure out how to assess the financial impact of my event on the local community. I have a survey that I've been using to collect data on my attendees, and it asks questions relating to how much they spend on various items during the event. However, I am having trouble interpreting the data and I think it is because the format in which it is collected makes it very cumbersome and difficult to manage.

How can I go about cleaning up and analyzing the data I've already collected in order to estimate economic impact with the information I have? What can I do in the future to make my data easier to manage?

Thank you!

FFT Member (your name here)
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