

An examination of the differences between survey data and survey comments

Many businesses collect survey data that has two dimensions of satisfaction; namely, quantitative scores to specific questions and specific comments also associated with the same questions. The statistical evaluation from the dimension of quantitative responses is easily tabulated and subject to statistical hypothesis analysis; however, the results of the comments usually consist of no more than tabulated Pareto charts. The concern voiced most often is the content of the comments contain information not contained in the quantitative measures. This research develops a simple method of comparing the quantitative results with the results from the comments. While the results of the comparison do not show a strict one-to-one correspondence between the two measures of satisfaction, the evidence indicates that the results are strikingly similar. The conclusion is the quantitative score provides metrics which generally track the results found in the comments and there are no apparent gaps between the two sets of information.