Veracio Tutorial 3: Understanding Weighted Results

Welcome to Veracio — an online tool that will help you create surveys and accurately interpret your results by using weights to summarize survey responses.

There are three basic stages to using Veracio:

1. Create a Survey
2. Collect Responses
3. Analyze Results

In this tutorial, we'll walk you through the third stage: analyzing your results. We'll also show you how to download your data for further analysis.

Seeing Your Responses

Once you've shared your survey and gathered some responses, you can view the results of your survey. Log into Veracio and you'll see the dashboard that displays your surveys. This time, instead of creating a new survey, hover over the survey you would like to see the results for.

When you hover over a survey, several icon options appear below it. Select the icon for "View Results".
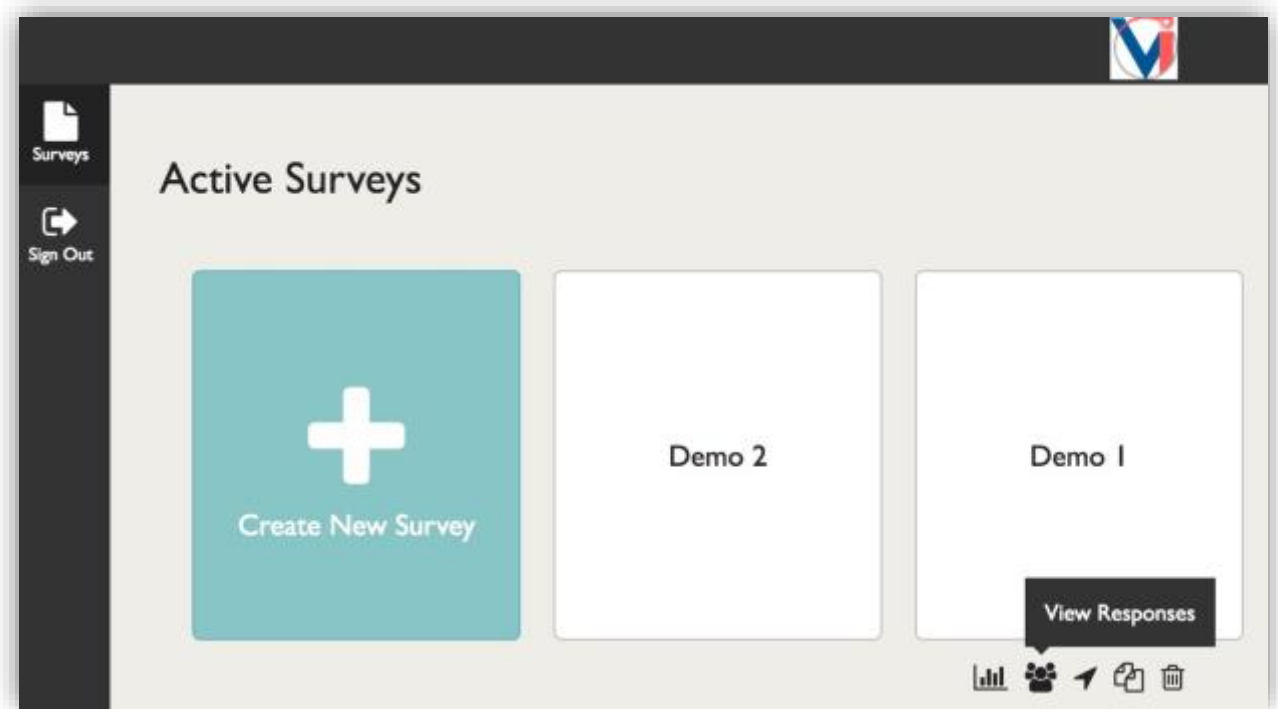
Understanding Your Weighted Results

Clicking on "View Responses" for a survey will take you to this screen, which includes tabs for both results and responses.

The Results screen will default to displaying a comparison of unweighted and weighted responses for one question at a time.

- Use the drop-down "You are viewing" menu to choose **which one of your survey questions** you are seeing results for.
- Use the drop-down "Show" menu to control whether you are looking at a visual display of **unweighted responses** or a visual **comparing unweighted and weighted responses**.
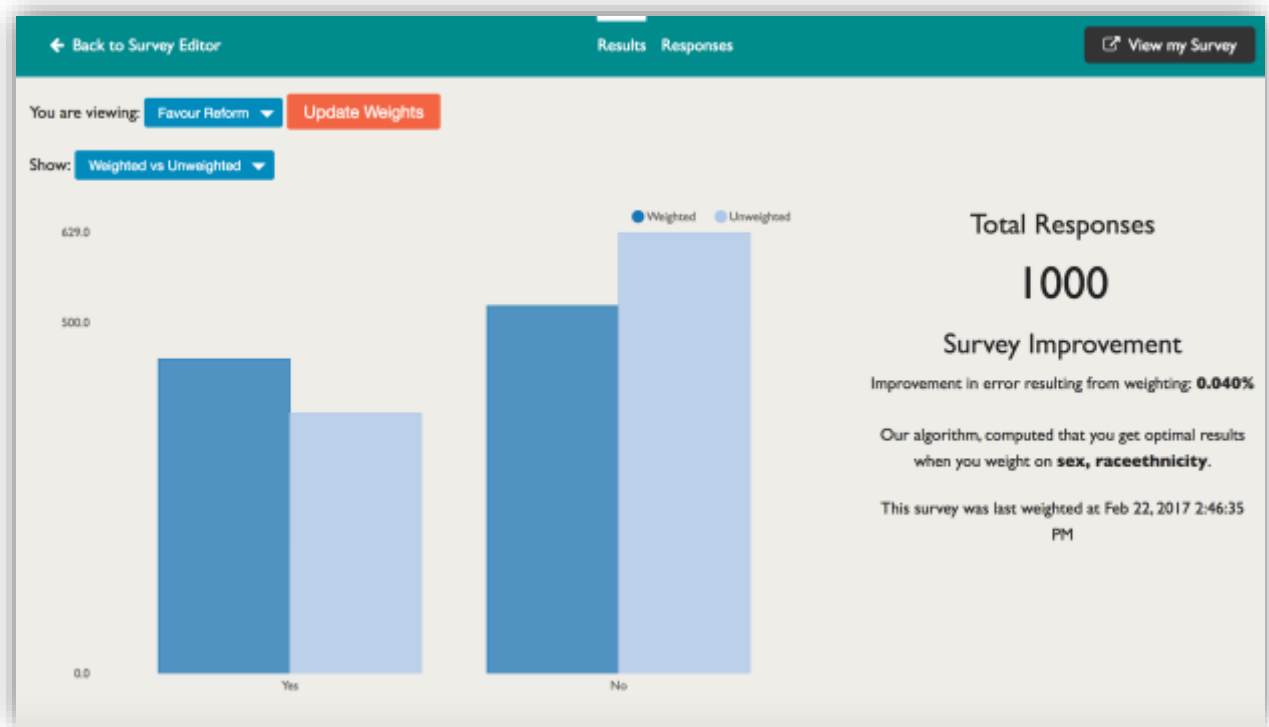
The screenshot above shows the results of a yes/no question in a visual that compares weighted and unweighted responses. The light blue bars are unweighted responses. The dark blue bars are the weighted response.
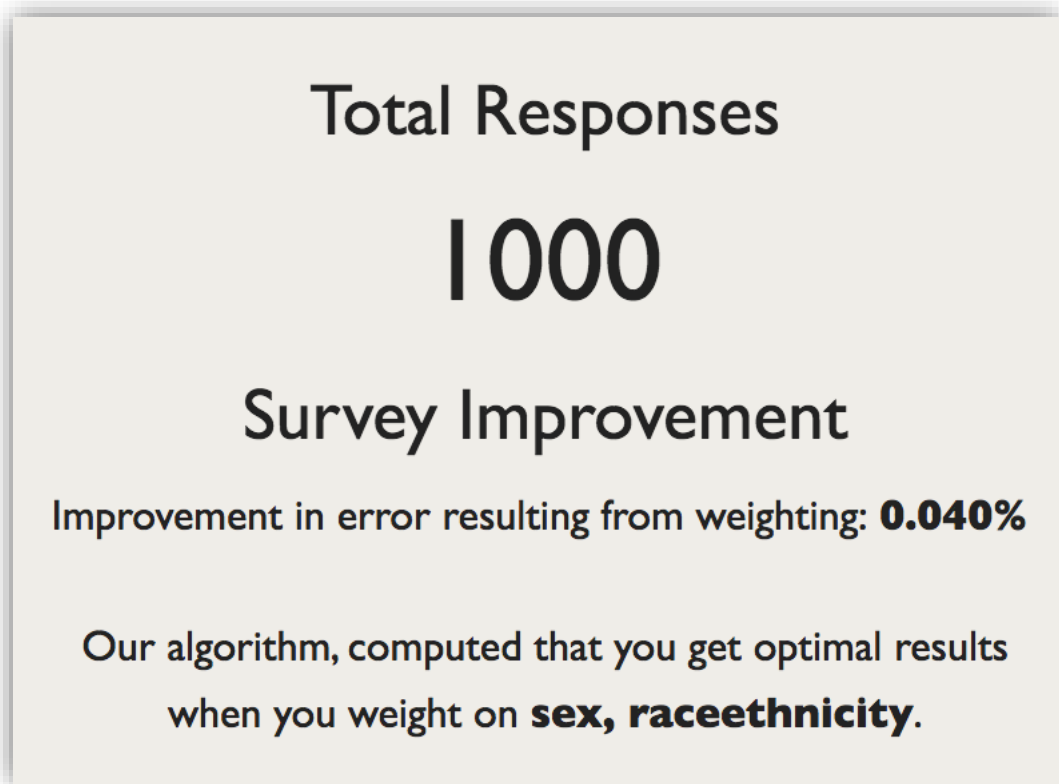
We can see from visually comparing the bars that in the unweighted responses, the "No" vote was much more popular. However, once the data is weighted, the "No" and "Yes" responses are much closer to even.

To gain a good understanding of how the **respondents to your survey** feel, look at the unweighted (light blue) bars. In this case, you can see the response is strongly "No" — this is how the respondents to your survey feel.

To understand how your **community of interest** feels — interpreting your survey respondents as a small collection of representatives of that community — look at the weighted (dark blue) bars. In this case, we see the community is pretty close to a 50/50 split between "Yes" and "No".

The weighted responses have been adjusted so your survey respondents more accurately reflect the characteristics of your community of interest. For more information on how Veracio uses weighting, check out our weighting tutorial.

On the right side of the Results screen, you'll see a detailed breakdown of your results, which provides you with some technical details of how the error in your results changed when your survey was weighted.

Total Responses

1000

Survey Improvement

Improvement in error resulting from weighting: **0.040%**

Our algorithm, computed that you get optimal results when you weight on **sex, raceethnicity**.

From this information, we can see that we collected 1000 survey responses.
We can also see that the accuracy of our results as a reflection of the community improved by 4%. The other thing we can see here is that Veracio assessed the data and determined the best

weighting question to use for this improvement was "Sex" and "Raceethnicity" which is Ethnicity.
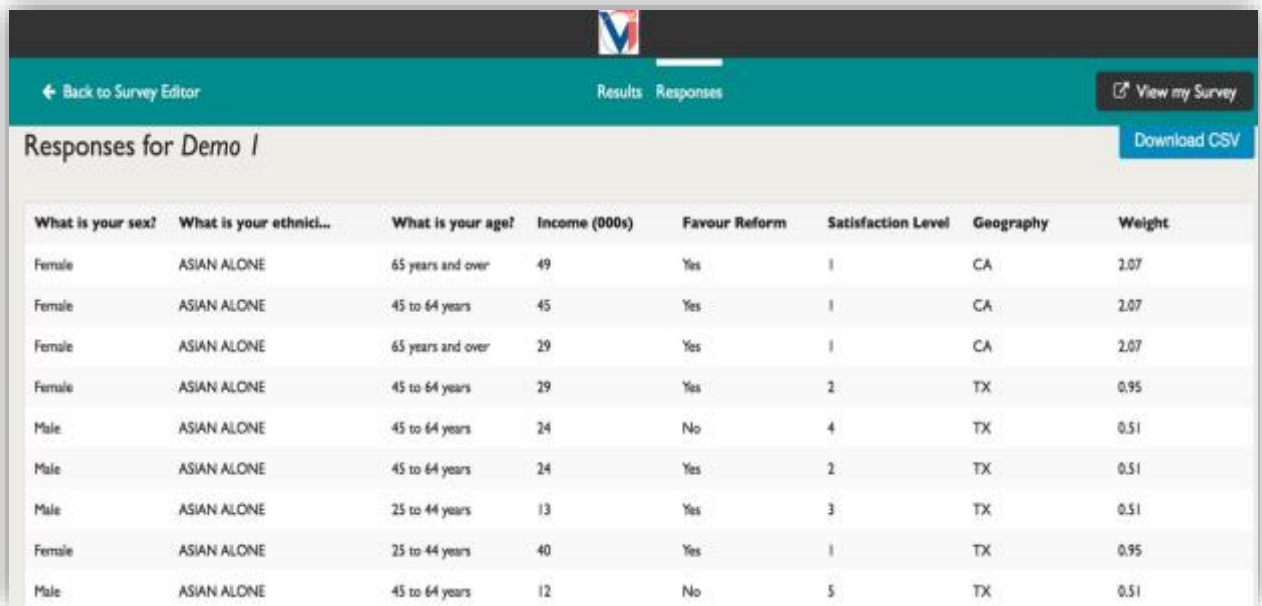
Veracio will try all possible combinations of the weighting questions you included in your survey and use the best combination of them. The best combination is the one that produces the most accurate results. Sometimes the best combination will be a single weighting question and sometimes it will be several. We cannot predict what the best combination of weighting variables will be until we have all your survey data responses collected.

For a more detailed explanation of bias, error and the technical details contained in these results, check out our tutorial on the details of what weighting does.

Downloading Your Data

Now that you have seen a basic breakdown of your results, you may want to download your survey data to do further analysis.

To download your data, switch from the "Results" tab to the "Responses" tab at the top of the screen.

What is your sex?	What is your ethnici...	What is your age?	Income (000s)	Favour Reform	Satisfaction Level	Geography	Weight
Female	ASIAN ALONE	65 years and over	49	Yes	1	CA	2.07
Female	ASIAN ALONE	45 to 64 years	45	Yes	1	CA	2.07
Female	ASIAN ALONE	65 years and over	29	Yes	1	CA	2.07
Female	ASIAN ALONE	45 to 64 years	29	Yes	2	TX	0.95
Male	ASIAN ALONE	45 to 64 years	24	No	4	TX	0.51
Male	ASIAN ALONE	45 to 64 years	24	Yes	2	TX	0.51
Male	ASIAN ALONE	25 to 44 years	13	Yes	3	TX	0.51
Female	ASIAN ALONE	25 to 44 years	40	Yes	1	TX	0.95
Male	ASIAN ALONE	45 to 64 years	12	No	5	TX	0.51

Once in the "Responses" tab, you can see the individual responses to your survey. The far-right column displays the weight for each for each response row.

To download the full dataset, click on the "Download CSV" button on the top right of the screen. The CSV file will **automatically download to the default download location** on your computer. You can use this file in all major statistical analysis tools, including R, SPSS, Tableau and Excel.

Congratulations!

Now you should know how to look at your results, interpret the difference between weighted and unweighted results, and understand the improvement weighting has made in your survey. You should also be able to download your survey response data.

If you still have questions about Veracio's weighting process or how to use it, we're always here to help. Reach out to our support team via email or on Twitter.