The Word Survey Data Processing: first cut

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Basic Statistics: Initial sample size = 38 Males = 34 Females = 4 Sum of Master Masons = 34 Sum of York Rite = 10 Sum of Scottish Rite = 15 Sum of Shriners = 15 More than one Body = 11

Below are "Area" Charts. Entries denote the membership of each of the 38 surveys received.



In this graph, every entry (1 through 30) is a survey and means what organization the taker belongs to. For example, Survey 5 is a female (Eastern Star) and does not belong to any of the four Bodies. Survey 38, on the other hand, belongs to the four bodies in question (see color variables).



"N" denotes results for Master Masons; "Y" denotes results for Eastern Stars

Categories are given in descending order: first line pie charts are for "Readings" articles; second line, for "Prerogative" articles; third line for "Mentor" articles, etc.

For example, the first line "N" denotes results for "Readings" articles, among Master Masons, which show how 25% of them read them Always and 75% read them Frequently.

Survey Results, given in Percentages.

Below, we show results by percentages, in Bar Charts. For example, the Chart for "Receive" denotes how 80% of the surveyed receive The Word in Hard Copy and 20% receive it via Email.

The Chart for Frequency shows how 80% of surveyed read The Word Always, 15% read it Frequently, and 5% read it Seldom.

There is a Bar Chart for each type of article requested in the survey form.































Below are "Stacked Bar Charts". These give the number of survey entries by types of articles (Readings, Prerogative, Mentor) in each of the four categories (Always, Frequently, Seldom, Never)



For example, in the first Bar Stack, the Blue (lower) corresponds to the number of surveys that read all three types of articles Always (such number is four surveys).

We hope this analysis will help better understand how The Word is read by its readership.