

Tech for Good Offline Challenge 1: Data collected for the Save the Toads charity

Below you will see the table of data that has been collected for the **Save the Toads** charity, which campaigns to protect the two types of toad that are native to Britain – the Common Toad (*bufo bufo*) and the Natterjack Toad (*bufo calamita*).

Toads are not people's favourite animal, compared with cats, birds and dolphins! But they are very important and are under threat from human activity. One thing the charity has done is to help to pay for tunnels under main roads where toads can move from one side of the road to the other safely without being squashed by motorists.



Your task is to look at the data and decide how to visually represent it so you can use the charts to inform the charity on the best ways to increase the funds raised. Use the **Tech for Good Offline Challenge 1** document to help you.

The survey questions

The data in the table below was collected from a survey of 5000 supporters of the Save the Toads charity. The survey was a set of simple questions that people either agreed with or disagreed with, carried out online. As is often the case with surveys, only 3500 people responded. The other 1500 didn't respond. The data in the table represents the 3500 people who did respond.

Each column represents the number of people who agree and disagree with the survey questions.

The survey questions are as follows:

- I would like to **adopt a toad**
- I would like to **buy merchandise** that shows I support toads and the charity
- I give more money to charity around **Christmas time**
- I would **hold an event** to raise money for toads
- I am interested in **books** that tell me more about toads in Britain
- I would take part in a **sponsored event** for toads
- I would pay to attend **talks** and lectures about toads
- I would stand in a shopping centre with a **collecting tin** for toads
- I would look after an **information stall** in a shopping centre for toads

The bold text of each question has been used as the heading for each column in the table on the next page.

The data table

Response	Adopt a toad	Buy Merchandise	Give at Xmas	Hold Event	Buy Books	Sponsor Event	Attend Talks	Collection Tin	Info Stall
Agree	2850	2420	1950	520	630	1240	340	1270	1860
Disagree	650	1080	1550	2980	2870	2260	3160	2230	1640
Total	3500	3500	3500	3500	3500	3500	3500	3500	3500

You might have noticed something odd about the data – it's all rounded up to the nearest 10. So there are no numbers that look like '2848' or '1499'! This is to make it easier for you to make your charts and graphs, particularly if you are doing them by hand (rather than with a computer).

If you would like to use Excel, and its chart feature, you will find a version of this as an Excel spreadsheet for you to use next to this document on the topic page.

Your task now is to **look at the data**, make some **charts** that will help you see the **patterns**, and decide how to **advise the charity** on the **best** strategies. There are some responses in the table that will probably help you to advise the charity what not to do, as well as what might work to encourage more support.

And then create your **presentation** – we have given you some copyright-free **images of toads** for you to use that will make your presentation look good!

