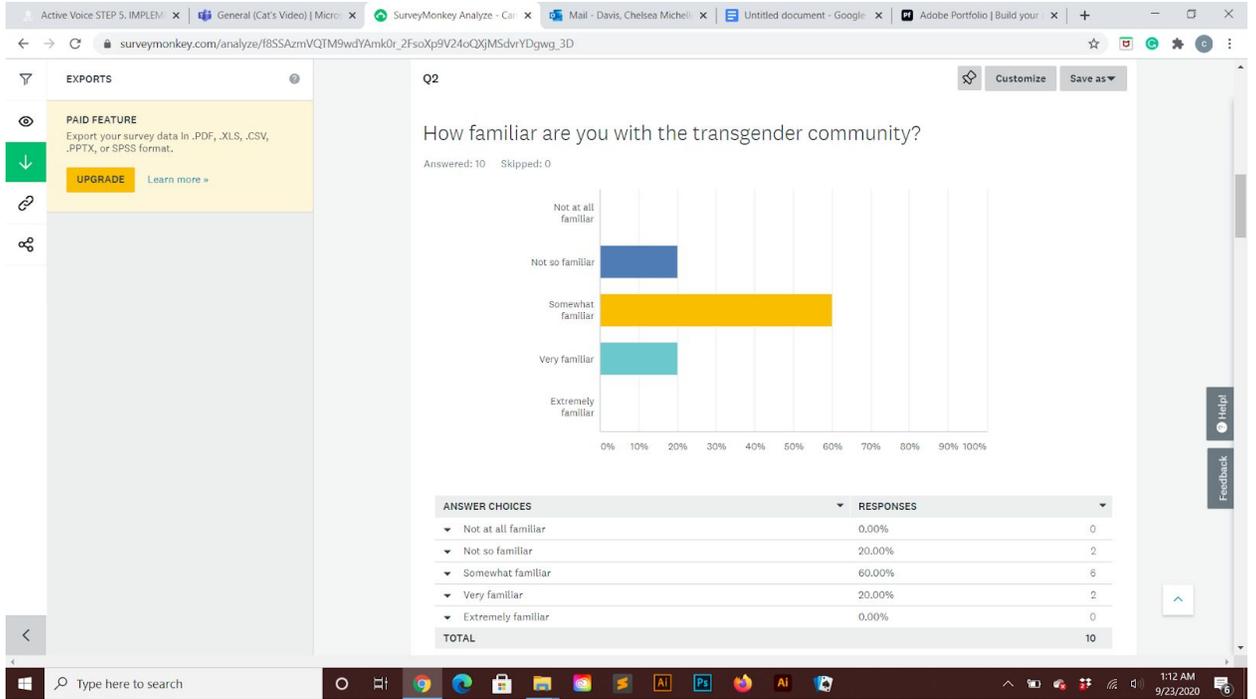
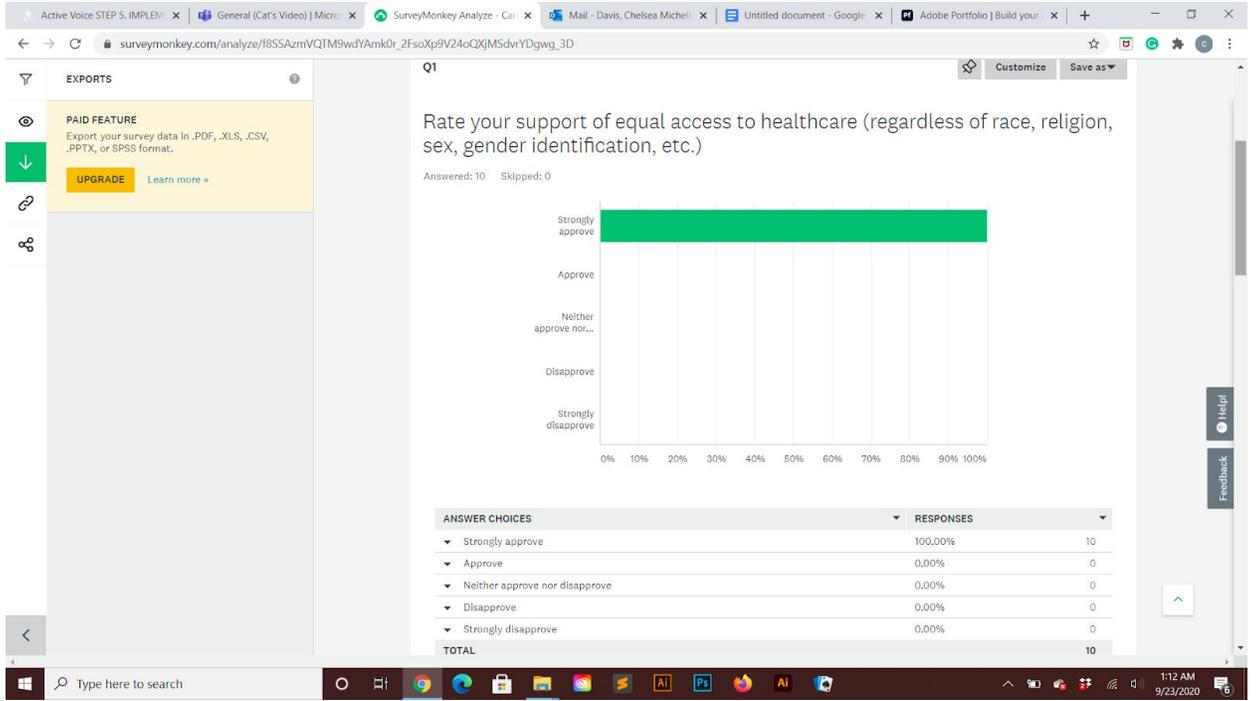


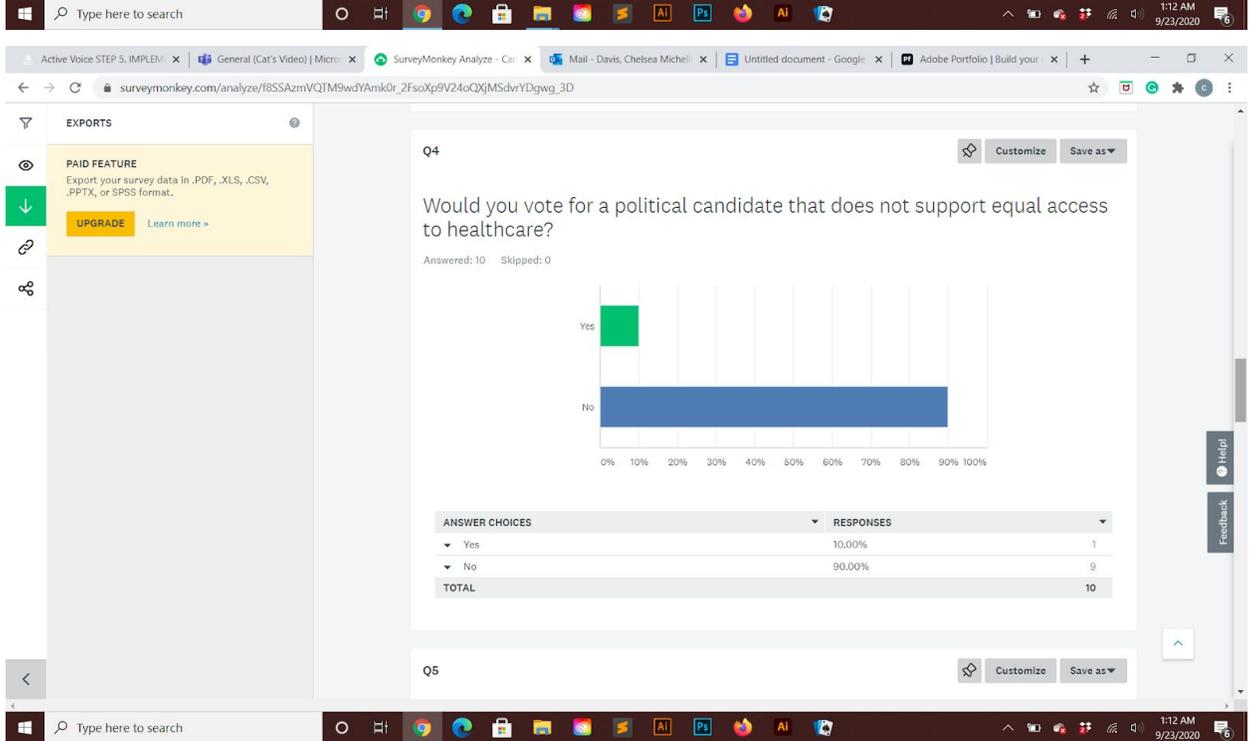
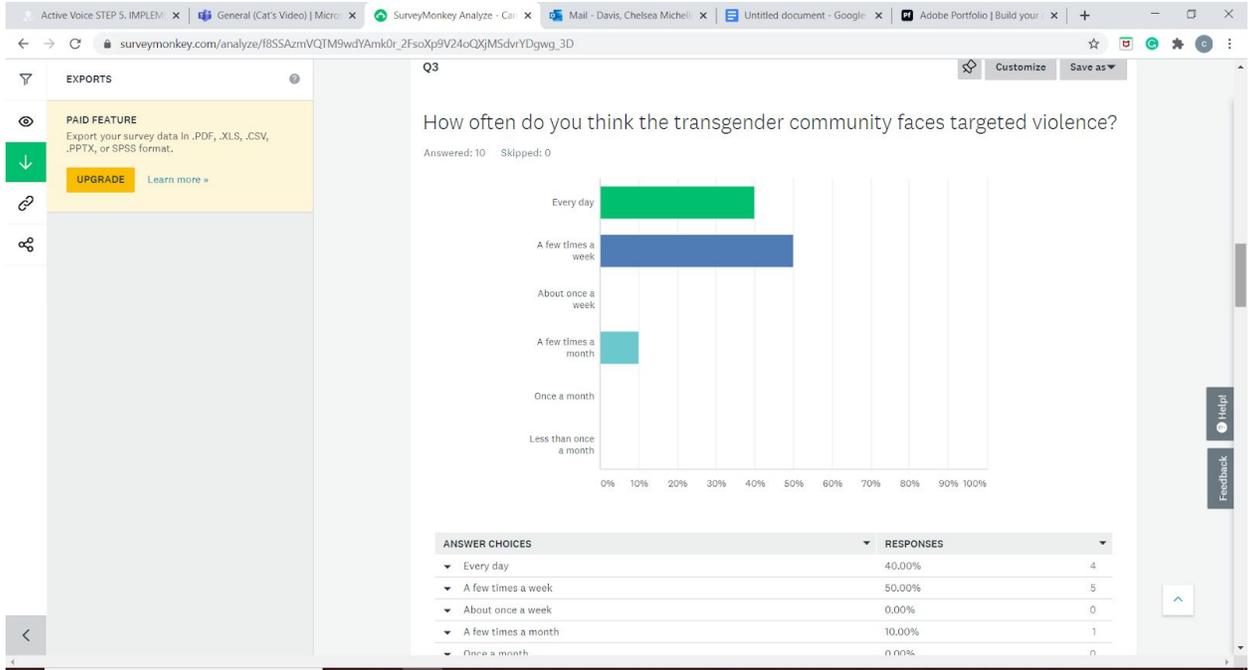
## Campaign Analysis

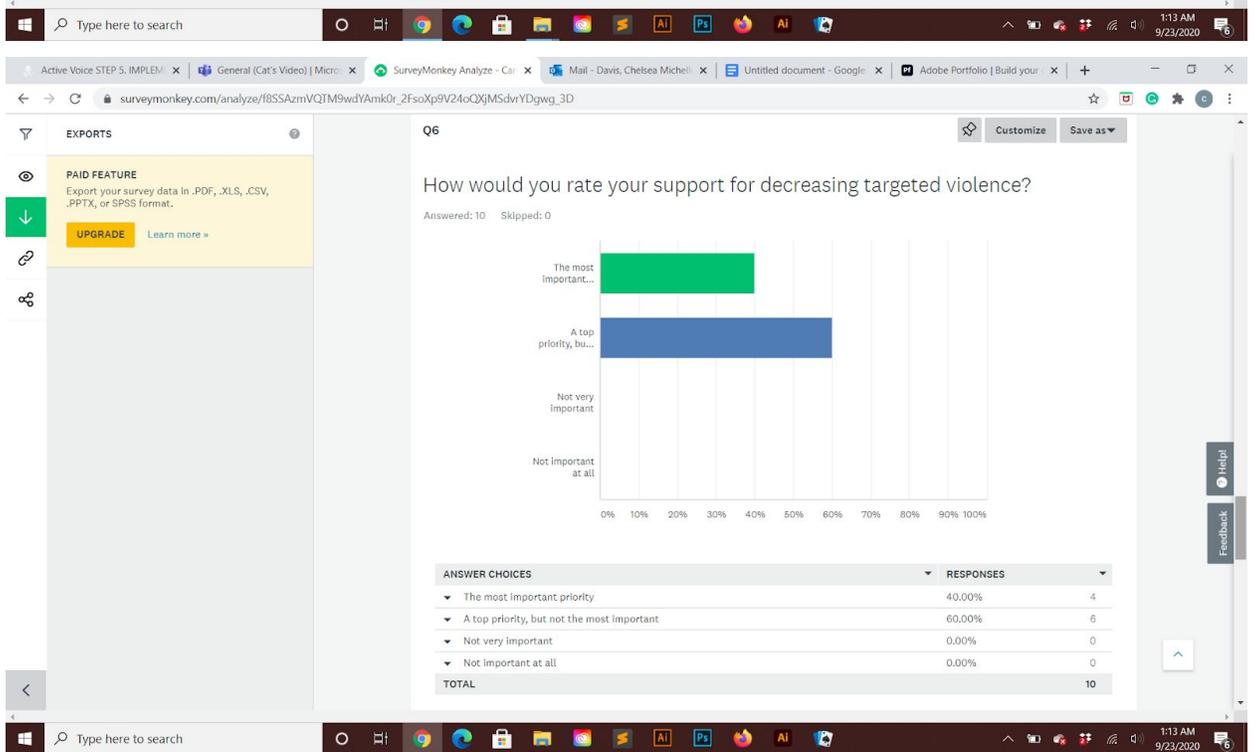
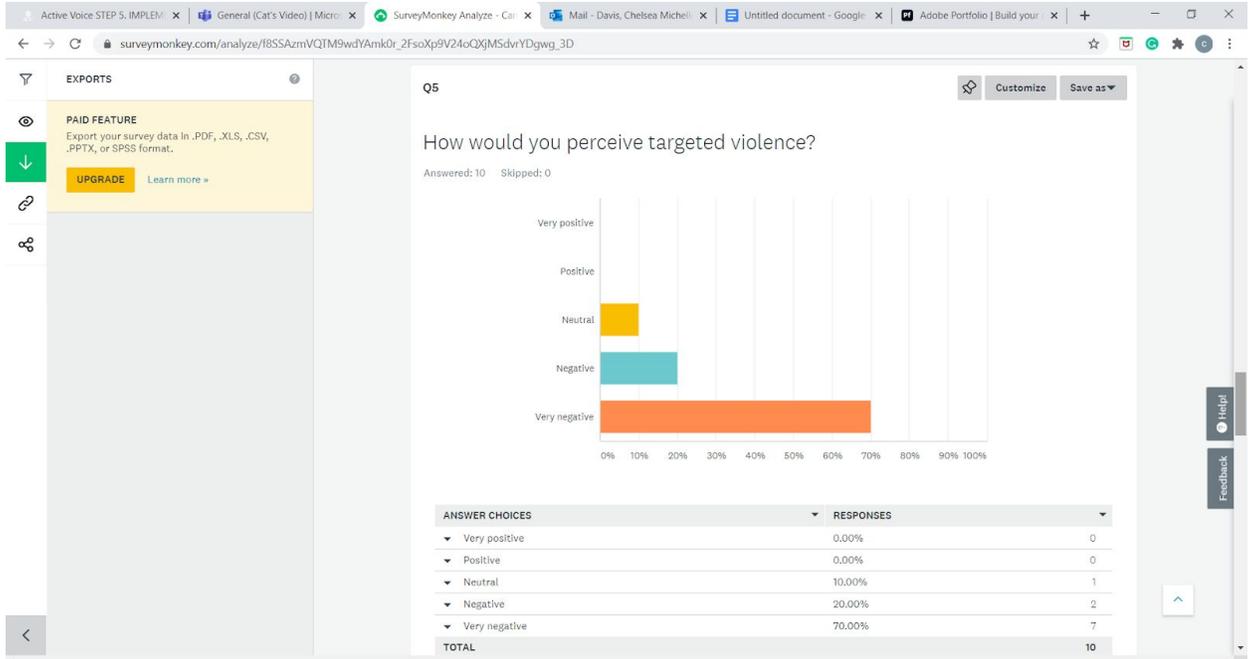
I constructed a survey with eight questions that my stakeholders and visitors to the website could complete. I mainly assessed support for transgender rights, awareness of the issues, and support for the main goal of the campaign, equal access to healthcare. The survey was accessible through a personal link sent to stakeholders, or through the website completed for the campaign. This website was available by following the QR code found on the poster design and a couple sticker designs. 100% of survey participants strongly approved of equal access to healthcare (regardless of race, religion, sex, gender identification, etc.) However, 10% of those would still vote for a political candidate that does not support the same equal access. Only 60% of participants rated their support for transgender rights as “strongly support”; 30% voting “support” and 10% voting “neutral.” All participants were in support of reducing targeted violence. Responses for the frequency of trans people facing targeted violence ranged from every day to a few times a month.

The data suggests a growing support for transgender rights, specifically in equal access to healthcare. While some participants were still open to supporting political candidates that did not promote equal access to healthcare, they were fully supportive of the issue individually. Ideally, the campaign having complete success would have resulted in 100% of participants choosing “strongly support” in ranking their support for transgender rights, and choosing “no” to supporting a political candidate that does not support equal access to healthcare. More accurate results could be taken at a different time, or simply over a longer period of time due to the lack of people in the campaign implementation area. Due to Covid, not as many students were on campus to interact with the campaign in action. There was also a more limited pool of participants to complete the survey. If campus had been in a regular in-person semester, it would be easier to find unbiased participants for the survey and campaign interactions. The campaign was implemented online through a website and two social media posts. It was also physically posted around an apartment complex off-campus, inside and outside the student center, and on the Mendenhall sign in the middle of the main campus. There were a couple interactions with the poster. However, people were quick to be on their way and did not seem open to getting physically close enough to talk about impressions and feedback.

## Data Collection







Active Voice STEP 5. IMPLEM... | General (Cat's Video) | Micro... | SurveyMonkey Analyze - Car... | Mail - Davis, Chelsea Michell... | Untitled document - Google... | Adobe Portfolio | Build your... | +

surveymonkey.com/analyze/f8SSAzmvQTM9wdYAmkDr\_2FsoXp9V24oQXjMSdvrYDgwg\_3D

**EXPORTS**

**PAID FEATURE**  
Export your survey data in .PDF, .XLS, .CSV, .PPTX, or SPSS format.  
**UPGRADE** Learn more »

**Q7** Customize Save as ▾

Would you feel comfortable going to a hospital that denies access to other patients?

Answered: 10 Skipped: 0

0 2 4 6 8 10 12 14 16 18 20

| ANSWER CHOICES               | AVERAGE NUMBER | TOTAL NUMBER | RESPONSES |
|------------------------------|----------------|--------------|-----------|
| Responses                    |                | 15           | 154       |
| <b>Total Respondents: 10</b> |                |              | 10        |

**Q8** Customize Save as ▾

How would you rate your support for transgender rights?

Answered: 10 Skipped: 0

Type here to search

1:13 AM 9/23/2020

Active Voice STEP 5. IMPLEM... | General (Cat's Video) | Micro... | SurveyMonkey Analyze - Car... | Mail - Davis, Chelsea Michell... | Untitled document - Google... | Adobe Portfolio | Build your... | +

surveymonkey.com/analyze/f8SSAzmvQTM9wdYAmkDr\_2FsoXp9V24oQXjMSdvrYDgwg\_3D

**EXPORTS**

**PAID FEATURE**  
Export your survey data in .PDF, .XLS, .CSV, .PPTX, or SPSS format.  
**UPGRADE** Learn more »

**Q8** Customize Save as ▾

How would you rate your support for transgender rights?

Answered: 10 Skipped: 0

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Strongly support       | 60.00% 6  |
| Support                | 30.00% 3  |
| Neutral                | 10.00% 1  |
| Don't support          | 0.00% 0   |
| Strongly don't support | 0.00% 0   |
| <b>TOTAL</b>           | <b>10</b> |

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