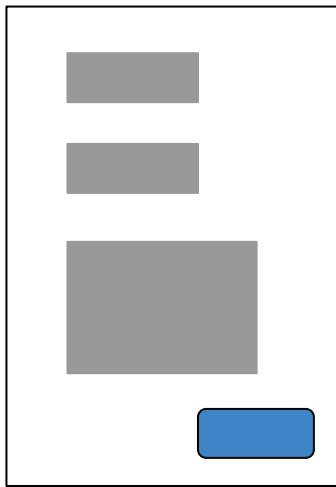


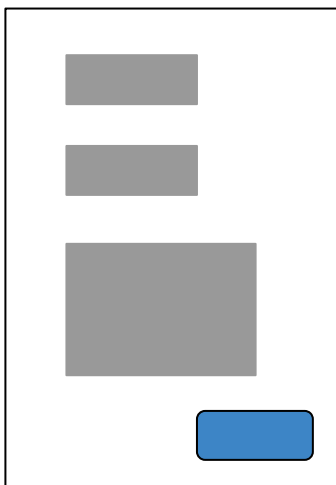
Traditional Survey



Race	Age	Department	LGBT
white	32	engineering	no
black	29	engineering	no
decline	41	talent	yes
indian	34	product	yes

A traditional survey collects each response as a row within a database table. Although responses are not tied to specific responses, the responses within a single record might be specific enough to deanonymize an individual through what is known as the mosaic effect. Why do we need to store a record for each response when all we want to do is count the totals? The confidential survey just increments counters and doesn't keep records.

Confidential Survey



Race	Count
white	12
black	15
indian	1

LGBT	Count
no	12
decline	6
yes	1

Dept	Count
eng.	32
talent	9
product	12