

Using information from the final model in the Linear and Logistic Regression Analysis document, we can get both the probability and log odds that someone would use a data service based on how they answer Q7.2

- “Strongly Disagree” = 1 ; Probability = 0.19% (~0.2%), Odds = 0.2/99.8
- “Disagree” = 2; Probability = 0.9% (~1%), Odds = 1/99
- “Neither Agree nor Disagree” = 3; Probability = 2.9% (~3%), Odds = 3/97
- “Agree” = 4; Probability = 10.8% (~11%), Odds = 11/89
- “Strongly Agree” = 5 ; Probability = 32.6% (33%), Odds = 33/67 ~ 1/3

Note to self: Per Nick’s approval, if describing the above to laypeople, we can say that the likelihood of someone using a service increases as they go from "strongly disagree" to "strongly agree" on Q7.2 specifically. This seems to be the easiest way to avoid technical jargon when needed.