



## **ODsurveys Plus Report Descriptions**

## Reports Overview

### **Mean Report:**

This report type represents the average of responses to a survey question or group of questions (category). The mean is calculated by adding all the responses to a given question and dividing the sum by the total amount of responses. The result is indicated by a number and graphically displayed as a bar graph.

If an answer option has been identified as a “No Response” (such as “Don’t Know,” or “Not Applicable”), those responses will be automatically excluded from the calculation of the Mean score. This ensures that the average is based on the “meaningful” responses.

We recommend that you use the Mean Report when you need an overall summary of survey results. The Mean report will provide an at-a-glance look at the data which is very valuable when you are looking at large amounts of data or when you simply need the average scores.

### **Favorable/ Unfavorable Report:**

This report type shows the percentage of respondents who gave favorable, neutral and unfavorable scores.

Negative responses are typically associated with options like: Strongly Disagree, or Disagree. Neutral responses are typically associated with options like: Neither Agree nor Disagree, or Neutral. Positive responses are typically associated with options like: Strongly Agree, or Agree.

The Favorable/Unfavorable report type automatically groups answer options together to convey the overall positive, neutral and negative tone of responses. This report is very informative and more detailed and descriptive than the Mean report.

Just like with the Mean Report, if an answer option has been identified as a “No

Response” (such as “Don’t Know,” or “Not Applicable”), those responses will be automatically excluded from the calculation of the Favorable, Neutral and Unfavorable percentages. This ensures that the percentages are based on the “meaningful” responses.

## **Frequency Distribution Report:**

This report type shows the percentage of responses under each answer option on a survey question or group of questions (category). The numbers represent the percent of respondents that gave a certain response of the total respondents. For example, if 3 out of 10 people marked “Don’t Know” as a response to a given question, the Frequency Distribution will show 30 % saying “Don’t Know.” The result are indicated by a number below each answer option.

Unlike the Mean Report and the Fav./Unfav. Report, in this report the “No Response” (such as “Don’t Know,” or “Not Applicable”) are included and displayed. This ensures that each answer option, including “No Responses” are tabulated.

We recommend that you use the Frequency Distribution Report when you need a detailed description of survey results. The Frequency Distribution report provides an in-depth look at the data. This report is very valuable when you are looking at small amounts of data and need to know exactly how many people said what.

## **Demographic Report:**

This report type shows the amount percentage of responses for each demographic question. The pie chart shows how the total amount of respondents who identify themselves in a demographic question responded to the different demographic choices. For example, suppose that at the end of a survey respondents were asked to identify their Gender (Male or Female). Suppose that 4 marked “Male” and 6 marked “Female.” The Demographic report will show 40 % “Male,” 60% “Female” resulting in a total of 100% or 10 actual respondents for that demographic question. The results are represented on a pie chart.

Respondents who choose not to answer the demographic question are ignored in the calculation.

We recommend that you use the Demographic Report when you need a description of respondents' demographics. The Demographic Report provides a quick look at the profile of respondents.

### **Written Comments Report:**

This type of report provides a comprehensive description of all the written comments provided by survey respondents. The comments are listed in sequence and separated by a thin horizontal line. When a survey participant provides no written comments to an open-ended question, the report shows nothing in between the separating lines.

The written Comments Report is extremely useful to understand qualitative feedback. We recommend that as a survey analyst you read all the comments provided before making interpretations on the numerical data.