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Spring 2021

# Technical and Business Writing; SS153

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# What is a Survey Report?

A survey report is a document whose task is to present the information gathered during the survey in an objective manner. It presents a summary of all the responses that were collected in a simple and visually appealing manner.

The report follows a standard organization, with different sections, headings, subheadings, etc. It is usually created at the end of a survey (i.e. after constructing and gathering responses).

Survey reports are an integral part of the research, and it is very important that you always represent accurate data in your report.

## HOW TO WRITE A SURVEY REPORT

A survey report is a formal piece of writing based on research.

### I Structure:

#### **Introduction**

State the purpose/aim of the report, when and how the information was gathered.

#### **Main Body**

All the information collected and analysed is presented clearly and in detail (break down the respondents into groups according to sex, age and place of residence, state the main differences between groups). Subheadings, numbers or letters can be used to separate each piece of information.

#### **Conclusion**

Sum up the points mentioned above. If necessary a recommendation can be included as well (one way of summing up is making some general comments).

### II Useful hints and phrases:

Present Tenses, Reported Speech and an impersonal style should be used in survey reports. Use a variety of reporting verbs such as *claim, state, report, agree, complain, suggest*, etc.

When reporting the results of a survey, the figures gathered should be given in the form of **percentages** and **proportions**. Expressions such as “one in four” or “six out of ten” can be used, or exact percentages **e.g.** *25% of the people questioned, 68% of those who filled in the questionnaire*, etc. Less exact expressions such as: *the majority of those questioned, a large proportion of, a significant number of, etc.* can also be used.

### III Useful language for reports:

**To introduce:** *The purpose/aim of this report, As requested, This survey was carried out/ conducted by means of...,the questionnaire consisted of etc.*

**To generalize:** *In general, generally, on the whole, etc.*

**To refer to a fact:** *The fact is that..., In fact, In practice, etc.*

**To conclude/ summarise:** *In conclusion, All things considered, To sum up, All in all, It is not easy to reach any definite conclusions, If any conclusions may be drawn from the data, It is clear that, The survey shows/indicates/demonstrates, etc.*

## **IV A Sample Survey Report**

### **Survey of Academic and General Reading in English**

On 8th February 1999, a survey was conducted among 16 overseas postgraduate students at the University of England. The purpose of the survey was to discover the reading habits in English of the students.

The survey was conducted by means of a questionnaire given to the students to complete. The first part of the questionnaire dealt with the type of reading and its frequency. The second section was concerned with newspapers: the type of items read and those that were read first.

From the table of data, the most significant items are as follows. In the first section 81% of the students regularly read academic books" while 44% regularly read academic journals. Nothing else is read regularly or often by 40% or more of the students. The following comments can be made about the reading of newspapers, magazines and fiction. 75% sometimes read regional or local newspapers, 69% sometimes read books of fiction, 62% sometimes read general magazines, and 56% sometimes read national daily newspapers. On the other hand, 37% never read Sunday newspapers and 31% never read fiction.

In the second section, not surprisingly, 100% read news about their own country in newspapers and 56% read this first. 94% read international news, 25% read this first. 81% read about Britain and look at radio and TV information. The only other item that is usually read by more than 50% of the students is current affairs (read by 56%).

If any conclusions may be drawn from the data, they are, perhaps, as follows. Overseas students presumably have little time for general reading: most of their reading time is spent on books and journals on their own subject. Outside their studies, apart from reading news about their own country, international news, and news about Britain, they probably spend most time watching TV and listening to the radio.

*/from Academic Writing Course by R.R. Jordan/*

### **Types of Survey Report**

Some of the different kinds of surveys include employee satisfaction surveys, customer feedback surveys, market research surveys, etc.

- **Employee Satisfaction Survey**

This method is used to gauge whether employees are satisfied with the work environment. Organizations usually do this to ensure that employees are motivated and to build a stronger team spirit.

Employees are asked to give feedback and particularly voice their frustrations with the company.

- **Customer Feedback Survey**

This is undoubtedly one of the most common types of surveys. Businesses are always seen requesting feedback from customers after selling a product or rendering a service.

As an individual, you must have experienced this at a point in time. Whether after purchasing an item from a grocery store, placing an order online ordering at a restaurant, etc.

- **Market Research Survey**

It is used to discover customer needs, competitive advantage, how and where products are purchased, etc. This type of survey can be applied when no data is available yet: For example, to measure how your target audience feels about a product you intend to launch.

In some instances, it's about building on past data in your market research database. When you are building on past research, you conduct a survey to measure, for example, what people think about the product, say, a year after its launch.

For each of the different types of surveys highlighted above, the structure of the survey report will be slightly different from the other.

## **5 Steps to Creating a Survey Report**

Here are the 5 main steps you need to follow to create a good survey report.

1. **Create a questionnaire:** there are a few important things you need to consider before creating a questionnaire for your survey report.

Define your objectives: The first step to creating a good questionnaire for your survey report is defining the objectives of your research. After which you will create your questionnaire which aligns with your research objectives.

In simple terms, your research objective will guide you in choosing the kind of questionnaire that should be created. For example, if your objective is to sell your products online, then you should create an online order form.

Who are your audience? After defining your objectives, the next step is to identify your target audience. Your target audience will determine the kind of questions that would be asked in the questionnaire.

When creating a questionnaire to evaluate job seekers, for instance, the questions that will be asked in the questionnaire will be different from when creating a questionnaire for those seeking a life partner.

Survey Report Method (Quantitative/Qualitative): Now that you know the research objective and target audience, the next step is to determine the method that will be used in carrying out this survey. Is it going to be quantitative or qualitative? Or both?

Best Types of Questions for Surveys: Another important aspect of creating a questionnaire is determining the types of questions that will be most perfect for the survey. Is it dichotomous, close-ended questions, or rating and ranking questions?

The type of survey questions should be carefully chosen by the questionnaire in order to collect the right data and not affect the response rate on the survey. For example, when requesting the phone number of your respondents, the question shouldn't be closed-ended.

2. **Collect Data**
3. **Analyze Data**
4. **Analyze and Interpret**
5. **Write Survey Report**

**Read the tips for writing internal reports and choose the three that are correct.**

1. use clear, precise, and concise language
2. give strong personal opinions throughout
3. use bulleted or numbered points
4. make sure any conclusions or recommendations are based on facts
5. use complex phrases and descriptive adjectives

**Read the internal report and match these headings to the four sections (1 to 4).**

A conclusions      B terms of reference      C recommendations      D findings

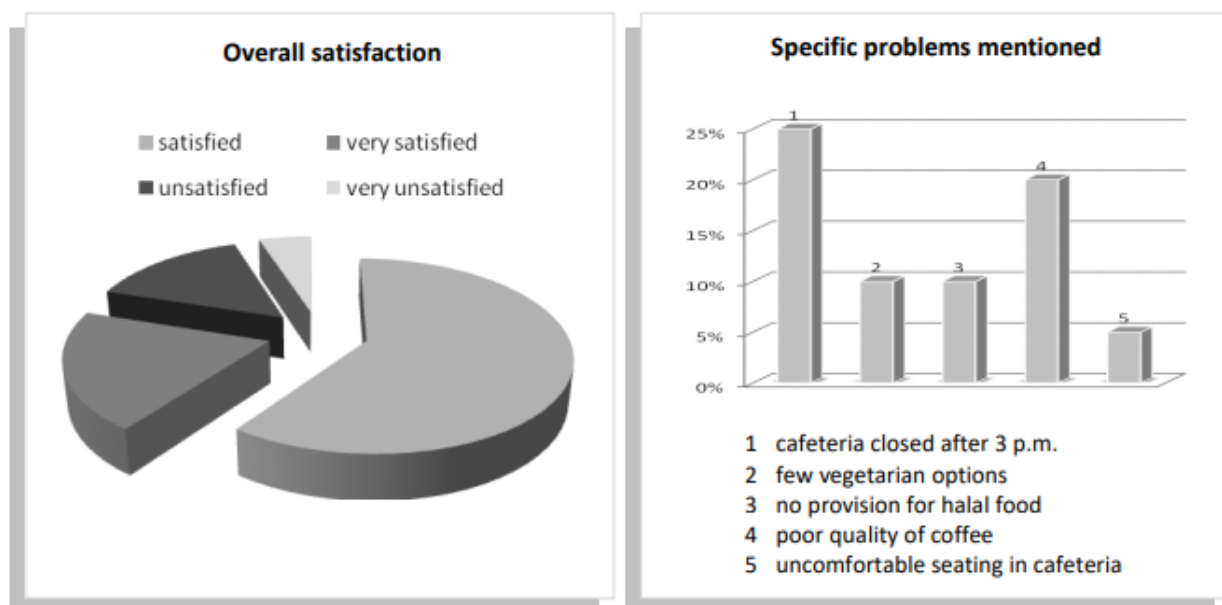
**Match the phrases in *italics* (1–8) with the synonymous phrases in **bold** in the internal report.**

- |  |   |
|--|---|
| 1 <i>In summary</i> , it can be <i>stated</i> that ... | 5 It was <i>prepared on behalf of</i> ...   |
| 2 Interviews were <i>conducted</i> with ...            | 6 It was <i>discovered</i> that ...         |
| 3 They were asked to <i>express a view on</i> ...      | 7 An <i>observation of note</i> is that ... |
| 4 It is <i>thought to be</i> acceptable.               | 8 It <i>takes an in-depth look at</i> ...   |

**Discuss these questions.**

- 1 Why are passive structures used in sections 1–3 but active structures in section 4?
- 2 What is the purpose of using numbered points in each section?
- 3 Why are modal verbs (ought to, should) used in section 3?

**Look at these diagrams which are a result of a survey into current employee satisfaction with Lloyds' catering service. Then write an internal report including terms of reference, findings, conclusions, and recommendations.**



## **Report into current employee satisfaction with Lloyds' benefits package.**

**1** \_\_\_\_ This report was commissioned by the personnel department on April 1st. It reviews in detail overall satisfaction with the company's benefits package among current employees, and its findings are based on interviews carried out with a representative one hundred employees (about 10% of the current workforce).

In the interview, employees were asked to comment on aspects of current practice concerning:

- 1 overall satisfaction with our current benefits package
- 2 problems encountered when dealing with the personnel department
- 3 suggestion for the improvement of communication policies.

**2** \_\_\_\_ It was found that 70% of employees were satisfied with the overall package, and of these 25% were very satisfied. Of the remaining 30%, 10% expressed extreme dissatisfaction with the package. It is worth noting that while employees in the 18 to 35 age group all expressed satisfaction, older employees were more likely to express dissatisfaction.

Key areas which were criticized included the following:

- 1 Most employees complain about the lack of dental insurance in our benefits package.
- 2 The most common suggestion for improvement was for the ability to process benefits requests online.
- 3 Older employees repeatedly had problems with procedures for getting access to discounted prescription drugs.

**3** \_\_\_\_ In general, the benefits package is considered appropriate. However, it can be concluded that there is a need to look into the following areas:

- 1 Older employees are having serious problems with the provision of discounted prescription drugs.
- 2 Our benefits request system ought to be revised as most complaints concern in-house processing.
- 3 Improvements need to take place in personnel department response time.
- 4 Information technology improvements should be considered as employees become more technologically savvy.

**4** \_\_\_\_ Before renewing the benefits package, I recommend that we should take the following steps:

- 1 Meet with representatives to discuss the serious nature of complaints concerning prescription drug benefits for older employees
- 2 Give priority to vacation request response time, as employees need faster approval in order to be able to plan their vacations
- 3 Take no special actions for the benefits package of younger employees
- 4 Discuss the possibility of adding an online benefits requests system to our company intranet