

Survey Report





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



Survey reports make recommendations based on a careful analysis of data tallied and organized from survey findings.

A good survey report requires you to systematically move from a big-picture summary down to your specific recommendations.

How you write it determines whether you convince others to follow your advice or you are ignored.

HOW TO WRITE A SURVEY REPORT?

Structure of the report:



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).

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.



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.



Types of Survey Report

- Employee satisfaction survey
- Customer feedback surveys
- Market research surveys



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 surveys

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 surveys

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.



5 Steps to Creating a Survey Report

1. Create a questionnaire
2. Collect Data
3. Analyze Data
4. Analyze and Interpret
5. Write Survey Report



Create a questionnaire

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.



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.