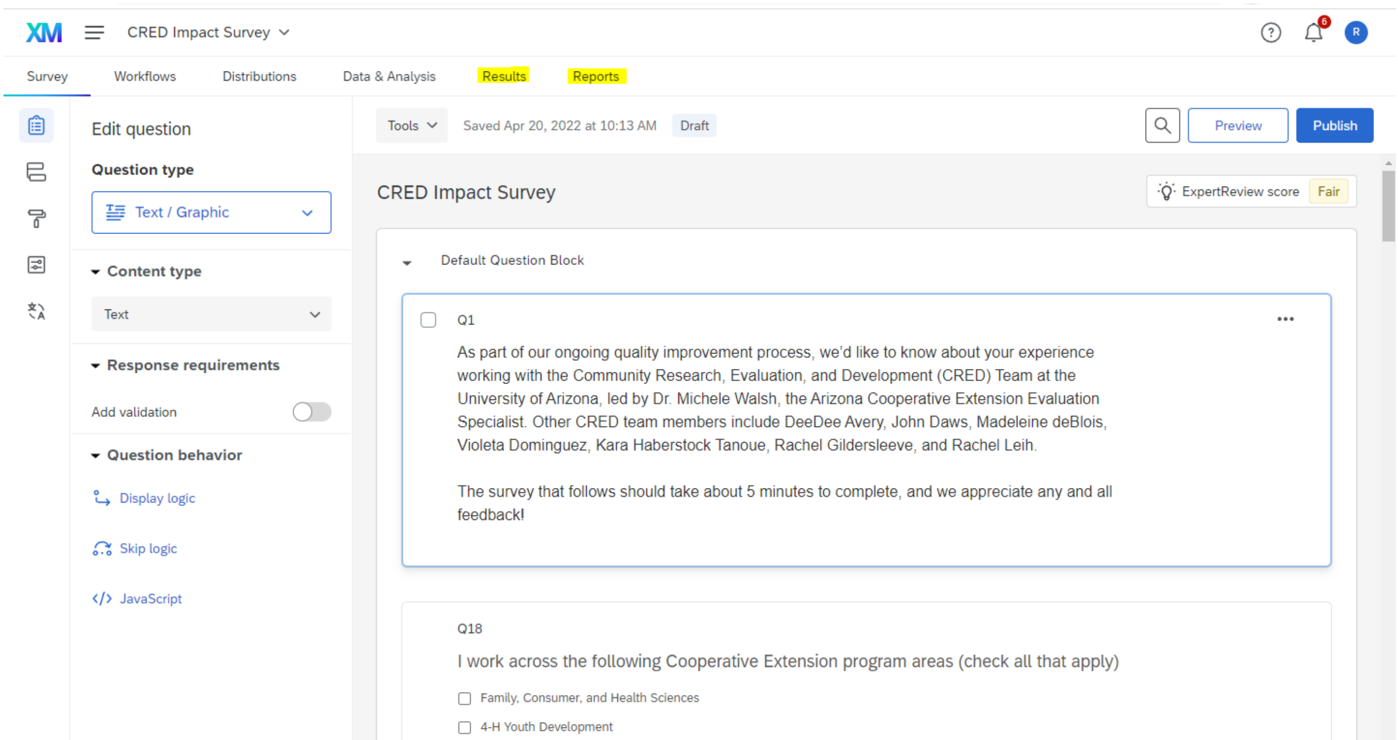
Creating Visual Reports of Your Survey Data in Qualtrics

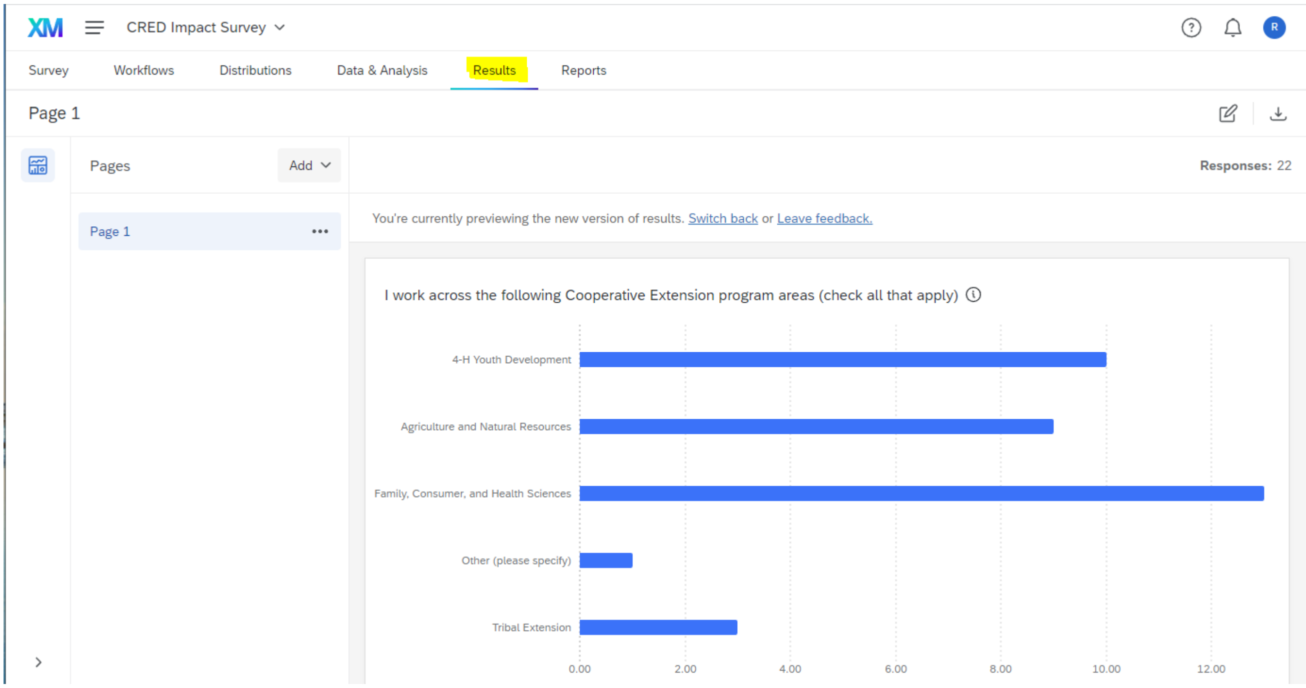
Qualtrics has some great tools for quickly and easily generating reports of your survey results without having to spend several hours conducting your own analyses or creating your own data visualizations.

There are two ways to generate reports in Qualtrics – ‘**Results**’ and ‘**Reports**’, highlighted below.

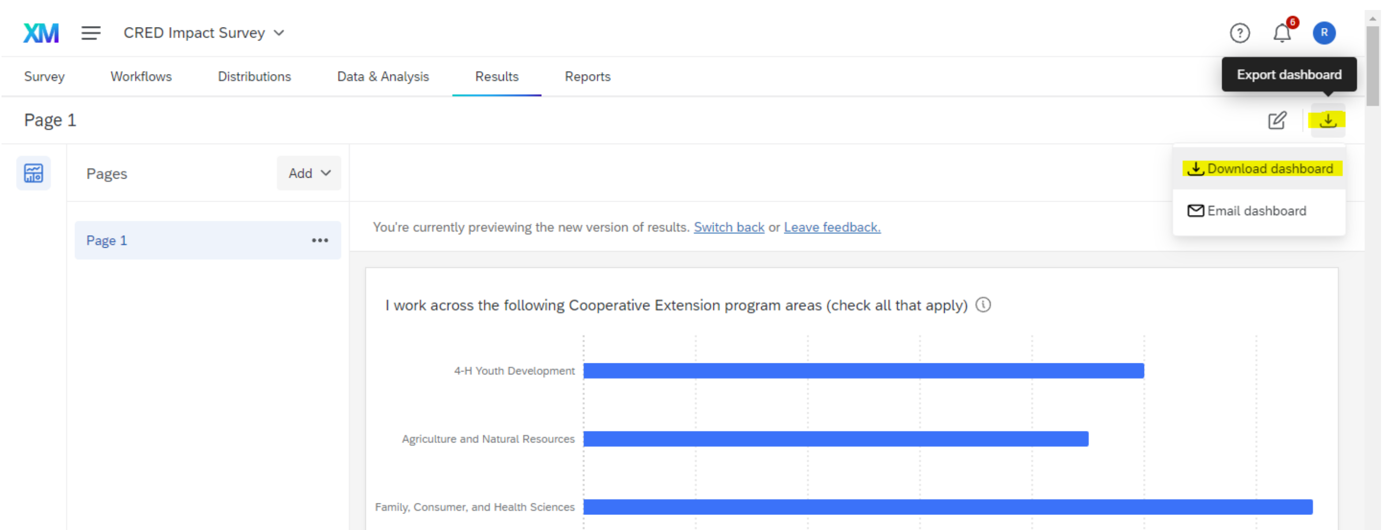


Results

The '**Results**' dashboard includes graphs and tables automatically generated by Qualtrics. This auto-generated report can be a useful starting point for viewing basic information about your data (e.g. counts, percentages, mean, standard deviation).

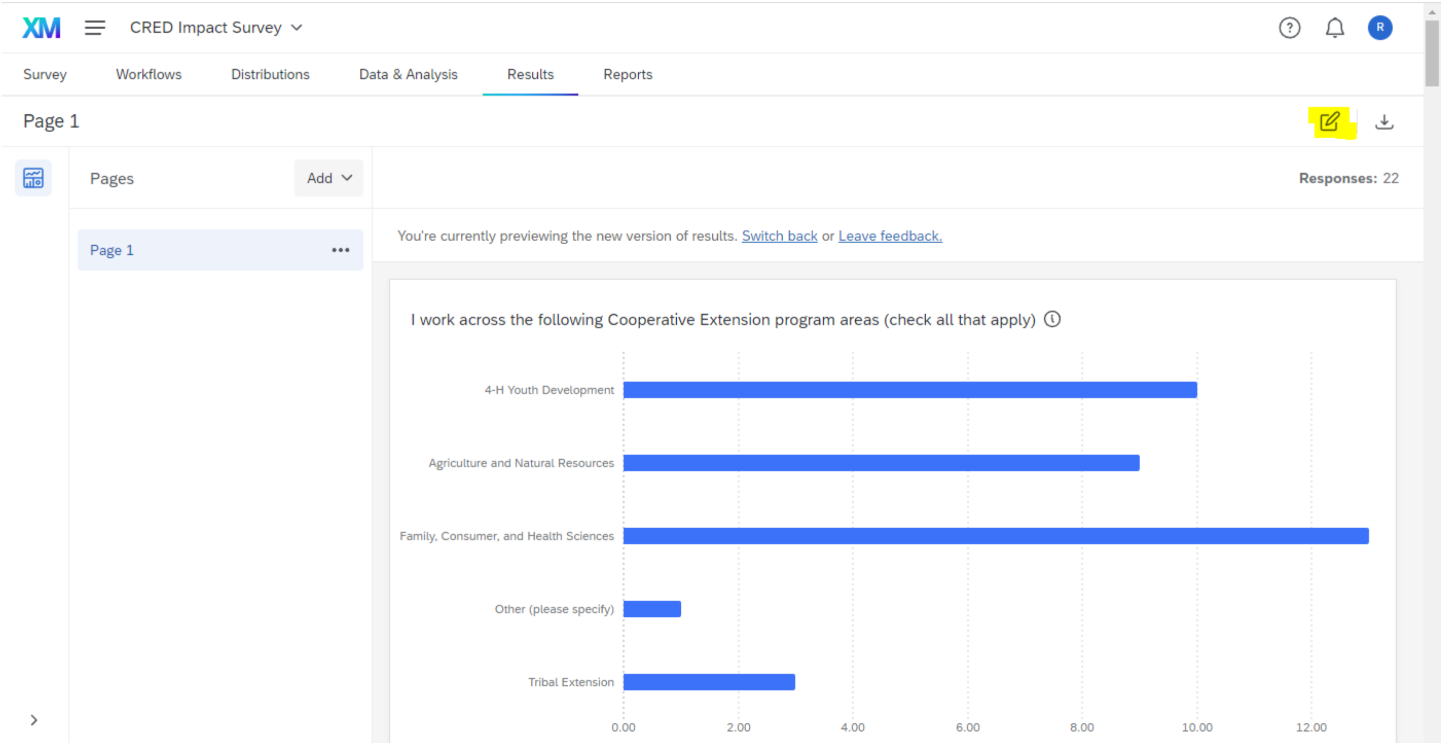


All of the information presented in this Reports section is automatically updated as more people take the survey. You can click the "Download Dashboard" button on the top right to download a copy of the results to share with others.

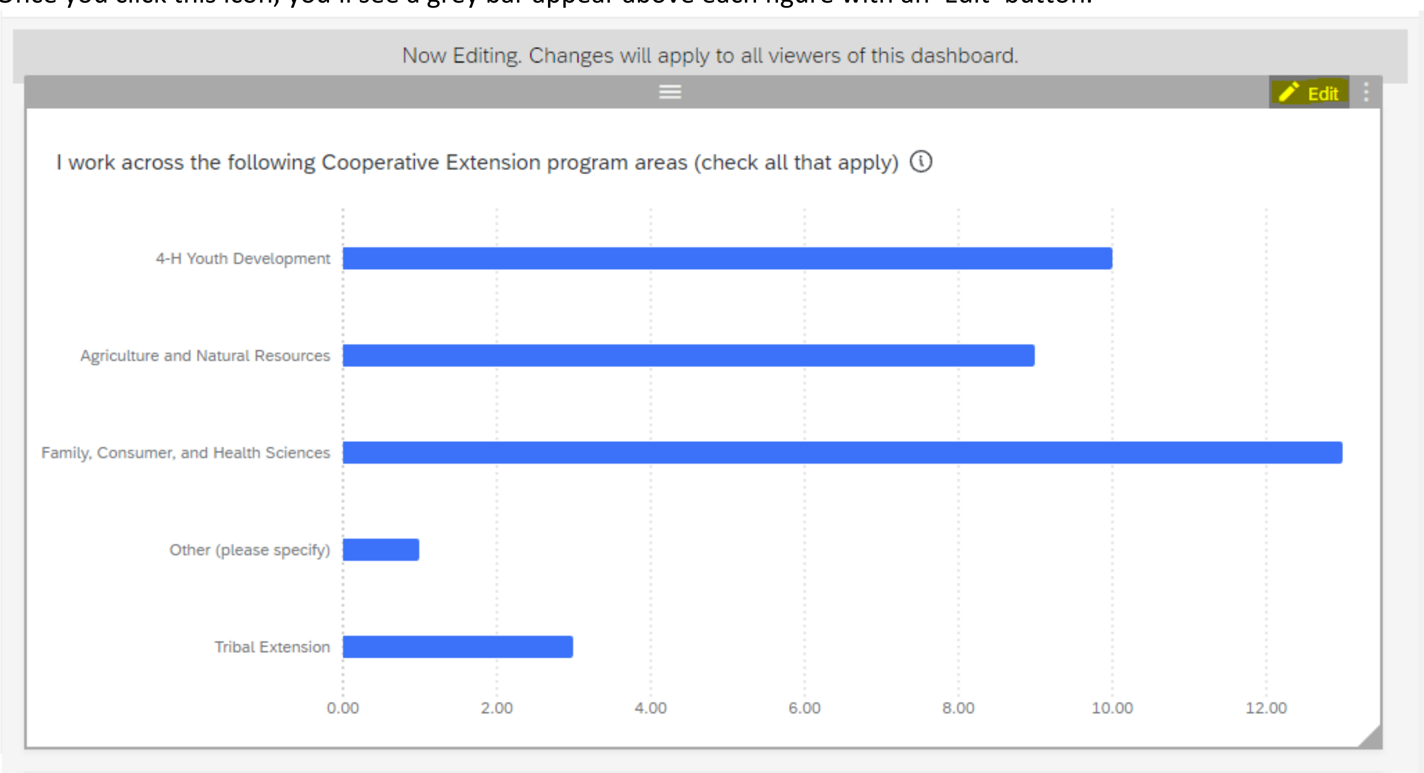


You can download the dashboard as a **PDF** to easily share a visualized version of your results with others.

You are able to edit the figures displayed by clicking the **Edit** icon that looks like a pen writing on paper in the top right corner.



Once you click this icon, you'll see a grey bar appear above each figure with an 'Edit' button.



By clicking on this button, a new menu will display on the left of your screen where you can make changes to the visualization in the dashboard.

Using this left menu, you can change the type of visualization, colors, and add data labels, among other options. For more detailed instructions about the 'Results' dashboard, check out this detailed tutorial from Qualtrics –

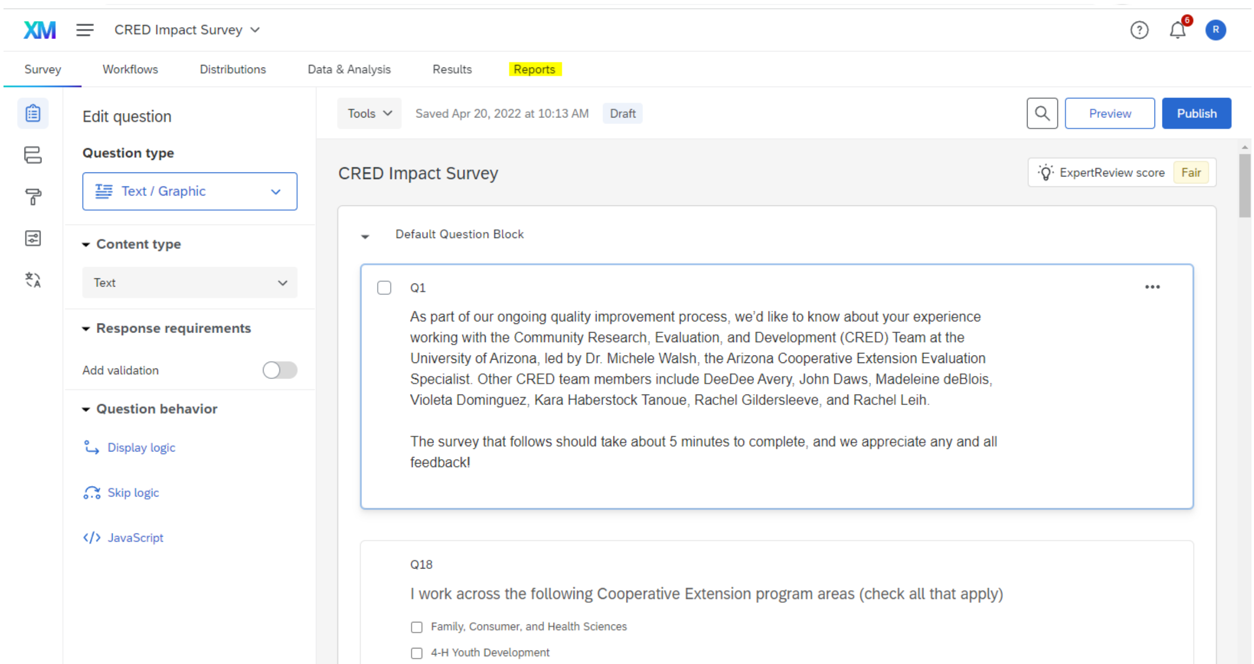
https://www.qualtrics.com/support/survey-platform/reports-module/results-dashboards/results-dashboard-overview/

Reports

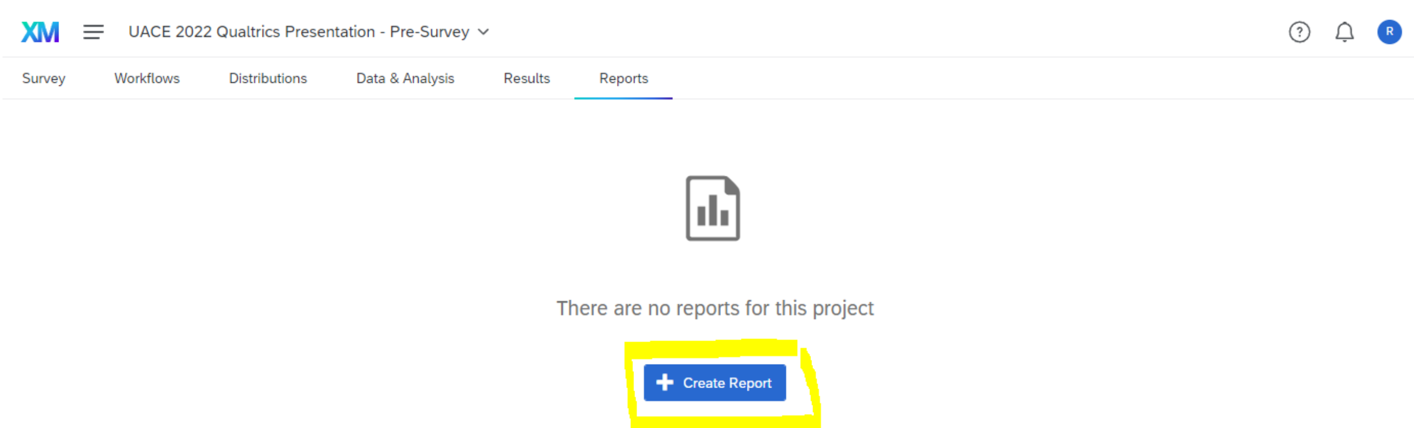
Depending on how big your survey is, the Results dashboard can be a bit overwhelming to navigate and often includes visualizations that aren't particularly useful, depending on the question type.

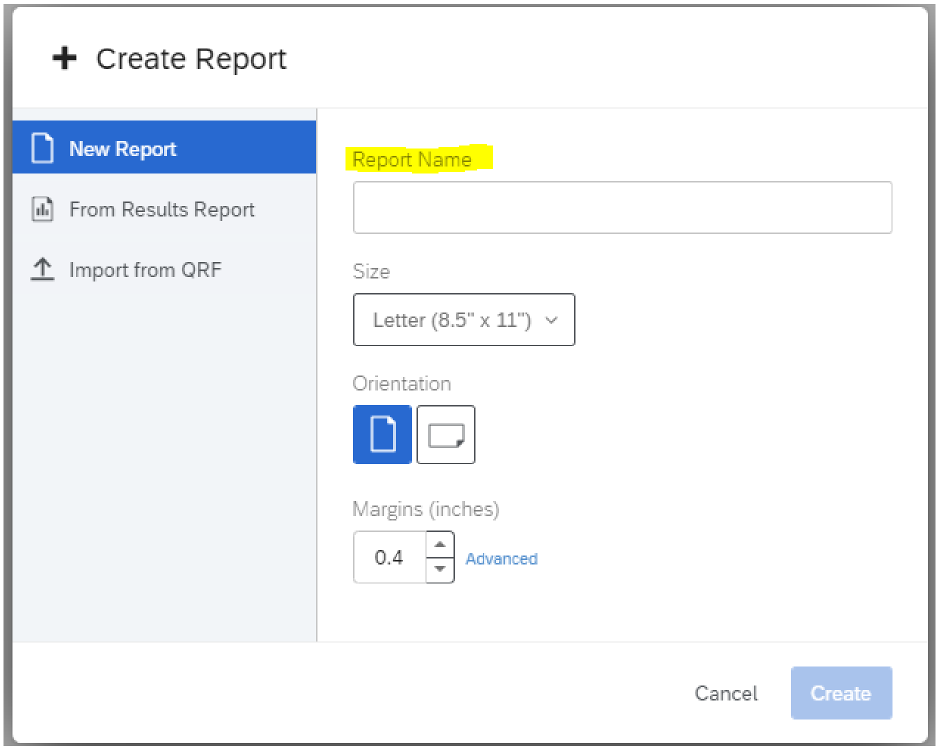
The '**Reports**' tab of Qualtrics is nice if you'd like to build your own report rather than start with the Qualtrics automatically generated reports. It is structured more like a Word document, allowing you to add individual visualizations as blocks into the document.

You can find this by navigating to **'Reports'** within your survey.



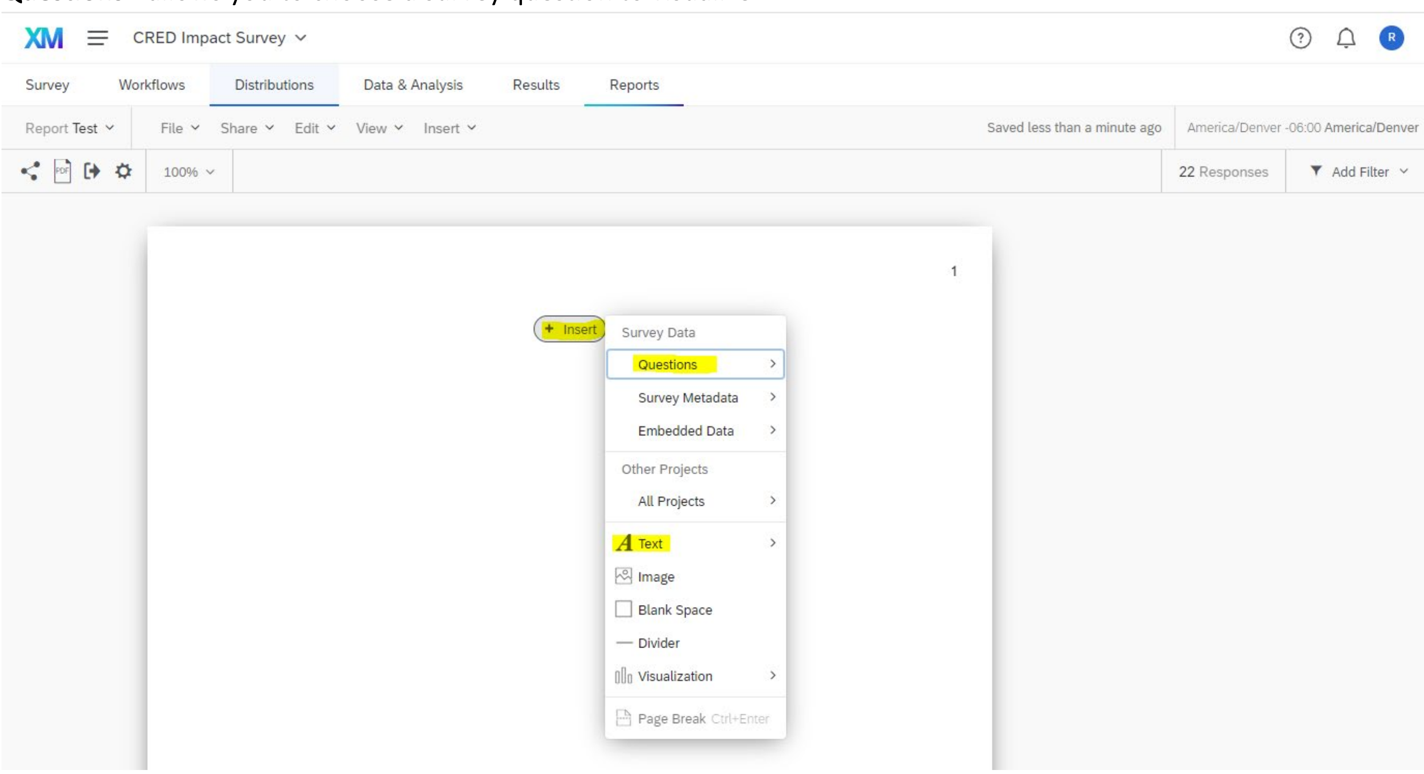
First, you'll select '**Create Report**' and fill in a Report Name.



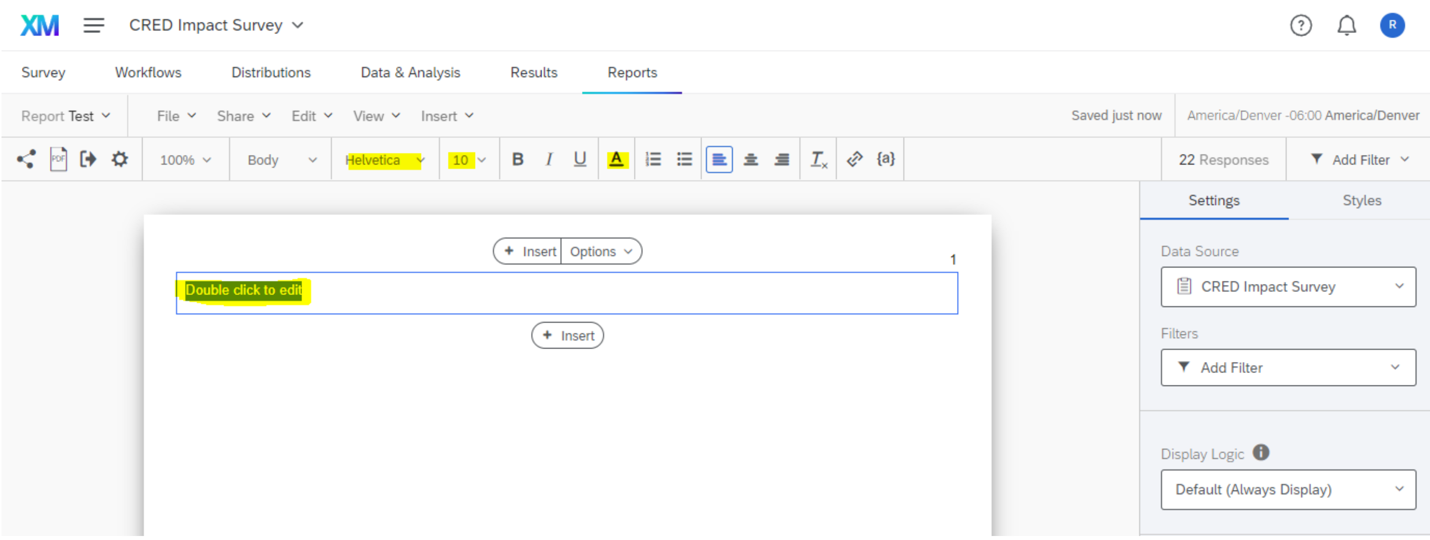


You'll then see a blank page with an '**Insert**' button. When you click this button, you'll see a menu of options for what to insert. The choices you're most likely to choose from are -

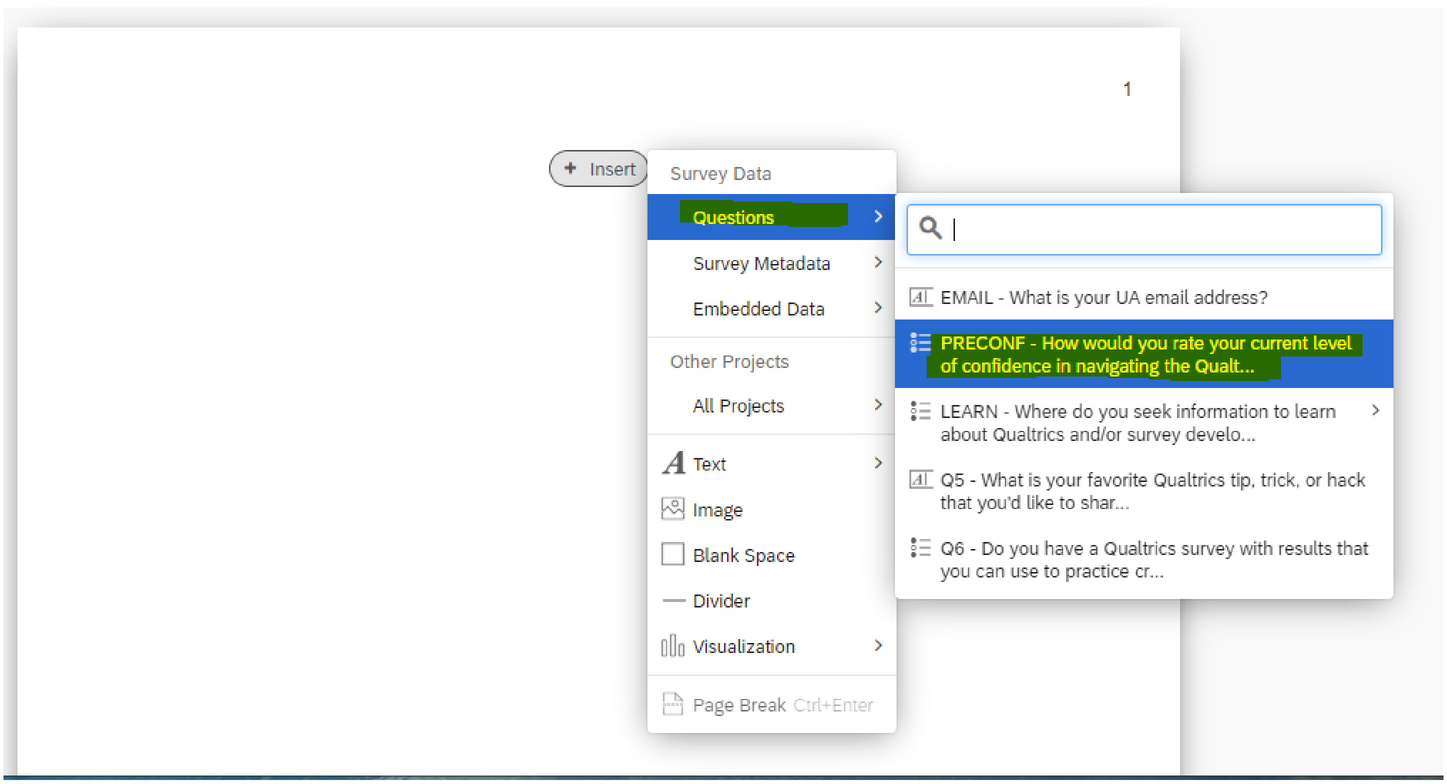
- **Text** - allows you to insert text boxes, helpful for adding a title and description to the top of the report
- **Questions** - allows you to choose a survey question to visualize



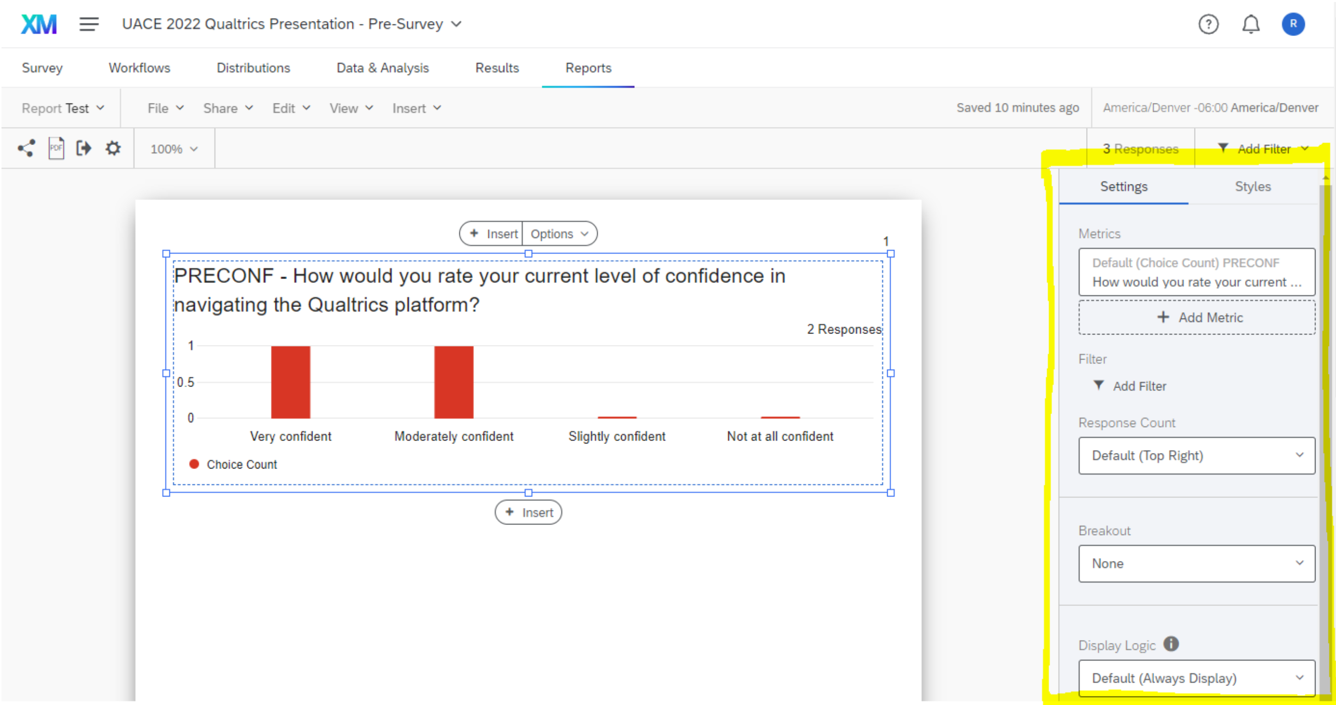
If you insert a text box, once you double-click the text box a new menu will display at the top of your window. It looks similar to what you see in Microsoft Word, where you can change the font, size, and color of your text, along with other text settings.



If you select '**Questions**,' you'll see a drop-down menu with all of your survey questions. From here, you can select the question you'd like to visualize.

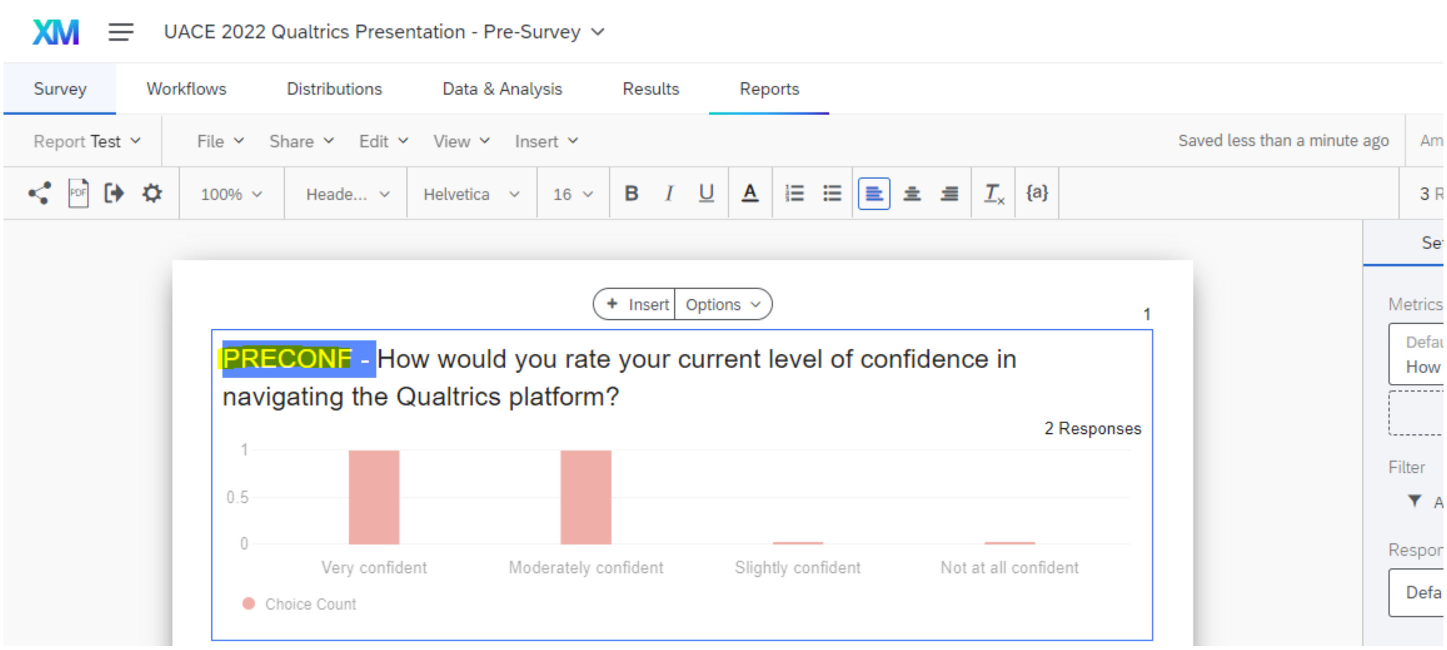


Once you select a survey question to display, Qualtrics will automatically generate a figure of your data. You'll also see a menu bar on the right where you'll be able to change the type of visualization, the color palette, and change what information is and isn't displayed. You can navigate through this menu by hovering your mouse over it and scrolling down/up.

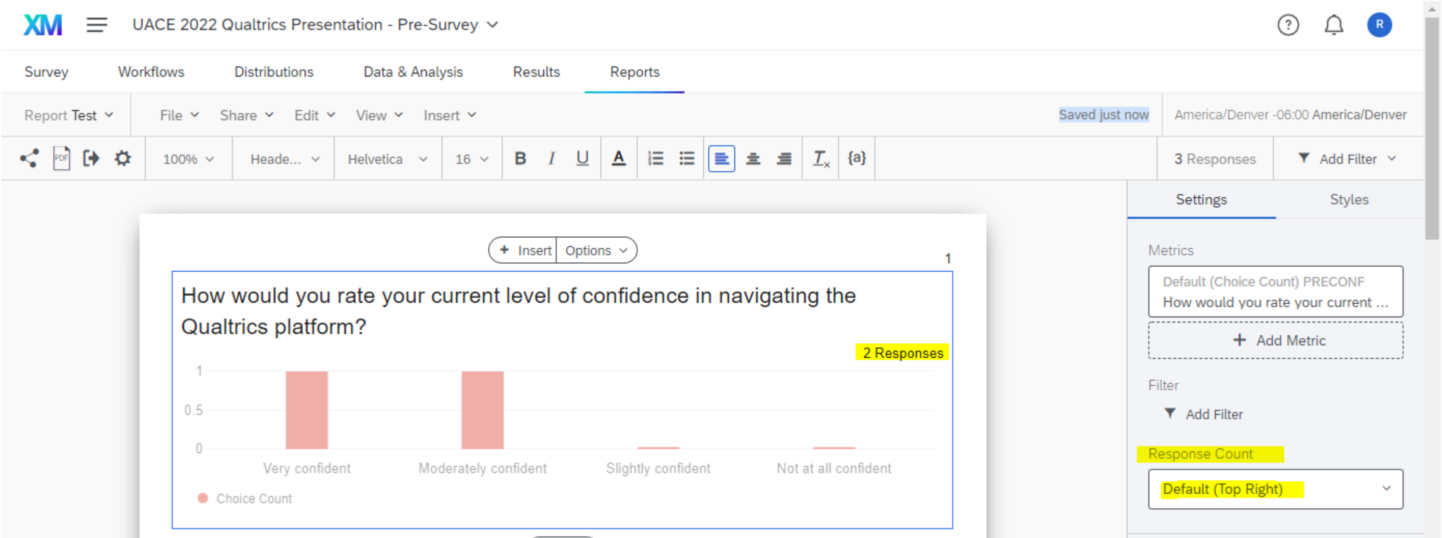


Some general recommendations

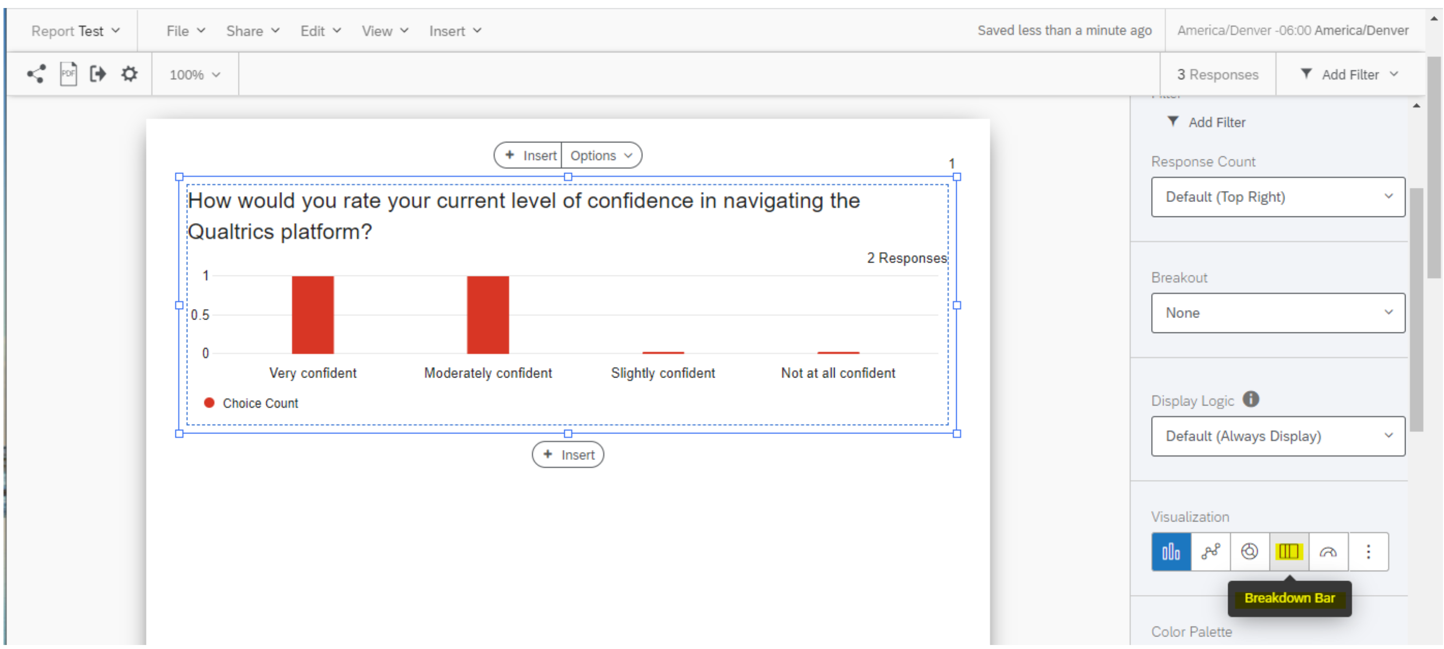
Question Title: Qualtrics will automatically include the question number or coded value (in this case 'PRECONF') in your figure title. You can double-click the title to edit the text and remove the question number.



Response Count: Because people occasionally skip questions, it's a good idea to display the response count for each question. In the screenshot below, you can see that 2 responses have been collected. In the right menu, you can select where in the figure you'd like the response count displayed.

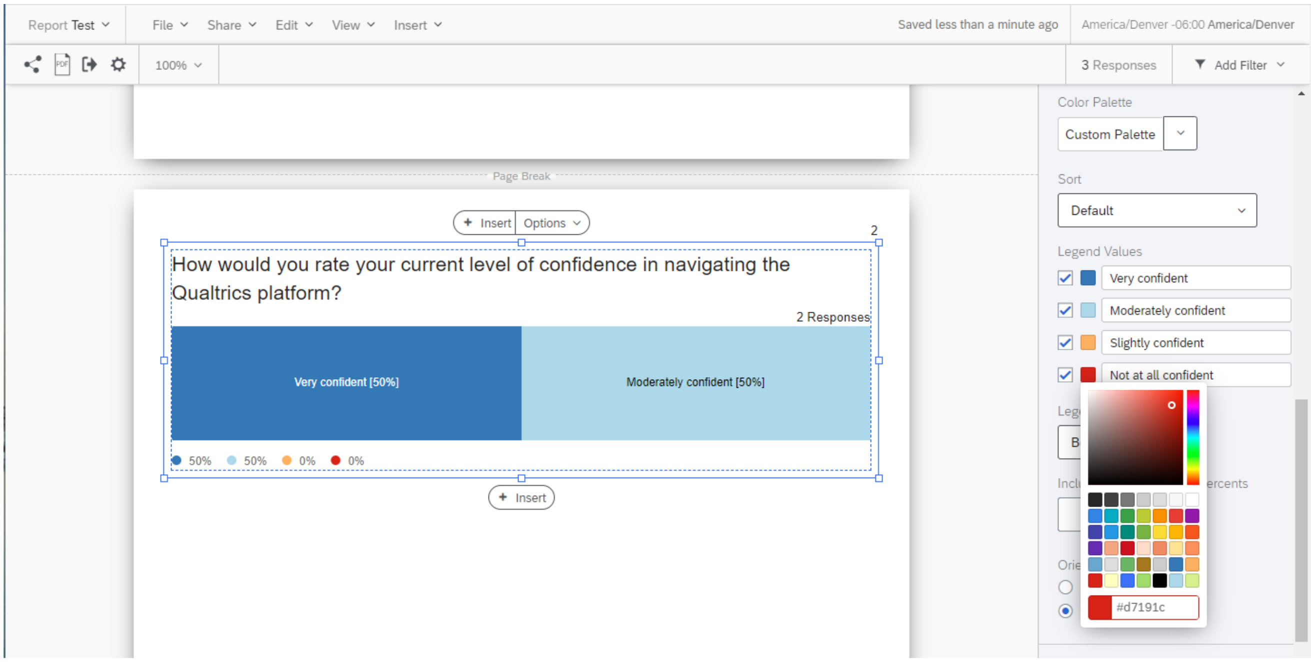


Likert Scale Questions: For Likert scale questions, like the question displayed that ranges from very confident to not at all confident, the **breakdown bar** can be a nice way to visualize responses.

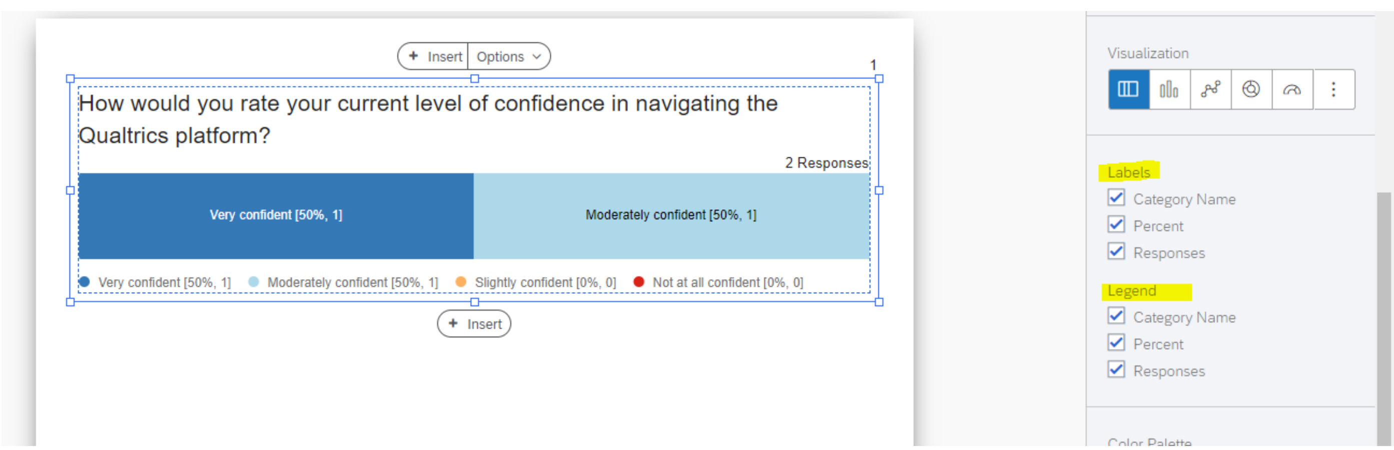


This will generate a stacked bar graph, as displayed in the visual below.

Qualtrics will automatically create a **color palette** for your data, which often needs to be edited. You can manually change the colors in your color palette by scrolling down in the right menu and clicking on the colored box next to the response option. This will open a menu to select from a range of colors or enter your own custom color codes. For recommended color palettes that are colorblind accessible and printer friendly, check out - https://colorbrewer2.org/

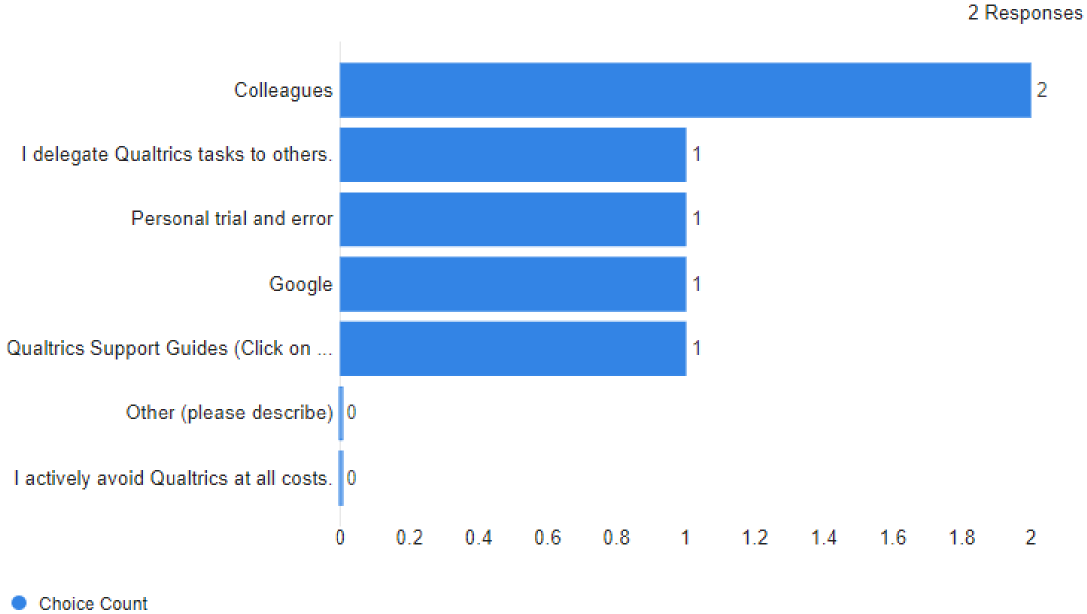


Data Labels & Legend: Qualtrics doesn't automatically include labels for your data. You can turn these on/off using the right menu.

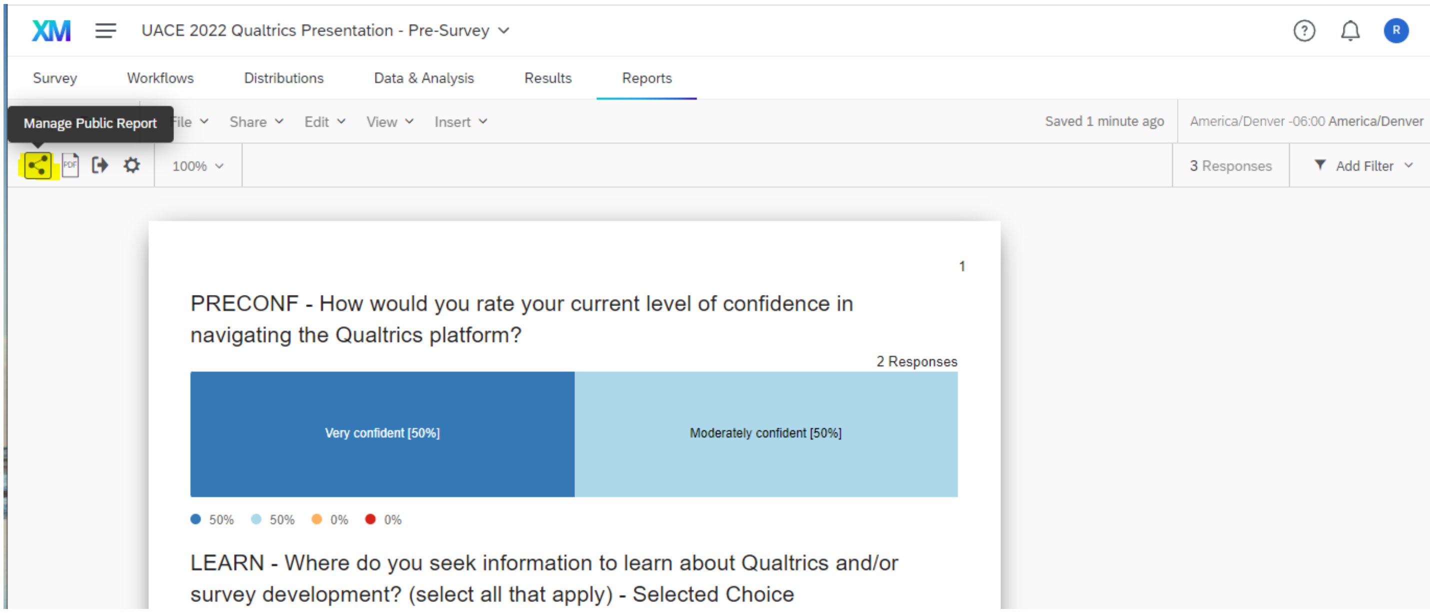


Select All That Apply Questions: For questions where someone can select multiple answers, the bar chart is likely the best option for visualizing. This is also true for demographic questions, like race, ethnicity, and gender.

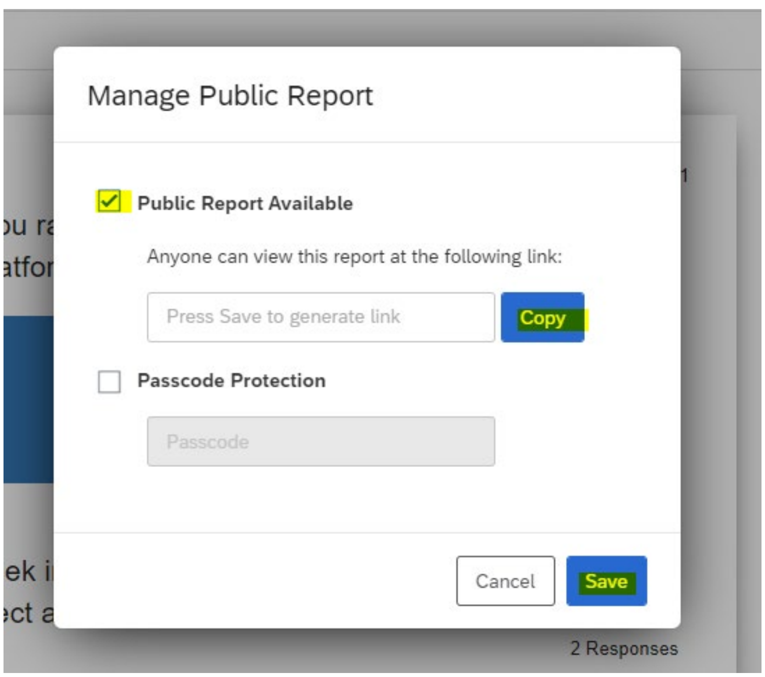
Where do you seek information to learn about Qualtrics and/or survey development? (select all that apply) - Selected Choice



Sharing Your Report: Once you've set up your report, you can create a shareable link to allow others to view your results without needing to log into Qualtrics or have access to your raw survey data. To do this, click '**Manage Public Report.**'



This will open a menu to generate a public report link. You can either make the report public or password protected. To generate a public report link without a passcode, check the 'Public Report Available' box and click 'Save.' This will generate a web link that you can copy and share.



There are numerous features built into the Qualtrics Reports. For more detailed instructions, check out this guide from Qualtrics – https://www.qualtrics.com/support/survey-platform/reports-module/results-section/reports-overview/