RESEARCH AUTOMATORS

The Statistics view

Survey Automator guide

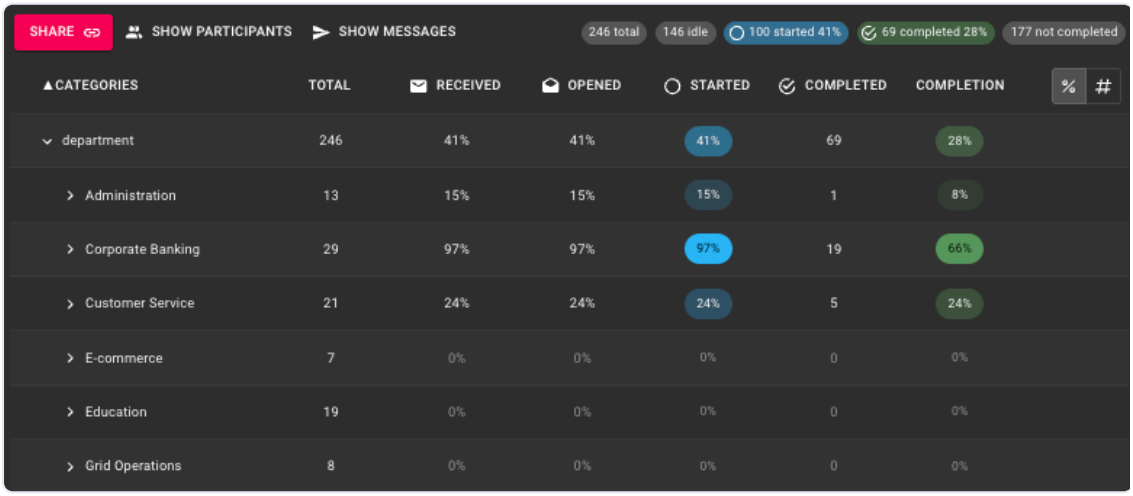
The Statistics view

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The statistics view shows how far your survey has come, split by your categories. You can see how many respondents have received, opened, started and completed the survey in each department, organization or other group, so you know where to follow up.

Open the statistics view

1. Open your project and go to the **Distribute** tab.
2. Click **Show statistics**. You can switch back at any time with **Show participants** or **Show messages**.



What the columns mean

Total The number of respondents in the category.

Received Respondents who have received the survey.

Opened Respondents who have opened the email. See *What does Opened mean in email sendouts?* for how opens are counted.

Started Respondents who have started the survey. [check: whether this includes those who have completed it]

Completed Respondents who have submitted the survey.

Completion Completed as a share of Total. For example, one department has 71 respondents and 45 completed responses, which gives a completion of 63%.

Read and sort the numbers

- Click the arrow next to a category to see the levels under it, for example **Organisation** → each company.
- Switch between percentages (**%**) and counts (**#**) with the buttons at the top right of the table.
- Click a column heading to sort by it. Sort by **Completion** to find the groups with the lowest or highest response rate.
- The summary at the top right shows the whole project: total, idle (not started yet), started, completed and not completed.

Example: finding where to follow up

The numbers on a category row are a total for everything under it. A department can show a good completion overall while one team inside it has barely started. So don't stop at the top level: expand the categories and look at each level below.

1. Expand a category, for example **department**.
2. Look at each row and what it tells you:
   - **High Received but low Completion:** the respondents have the survey but haven't answered. Send a reminder to this group.
   - **Low or 0% Received:** the survey hasn't reached the group yet. Check your email sendouts first.
   - **High Completion:** the group looks fine at this level, but expand it before you move on.
3. Expand the groups under it and repeat. A unit with 2% completion can be hidden inside a department that shows 60% overall.
4. Sort by **Completion** to put the groups with the lowest response rate first.

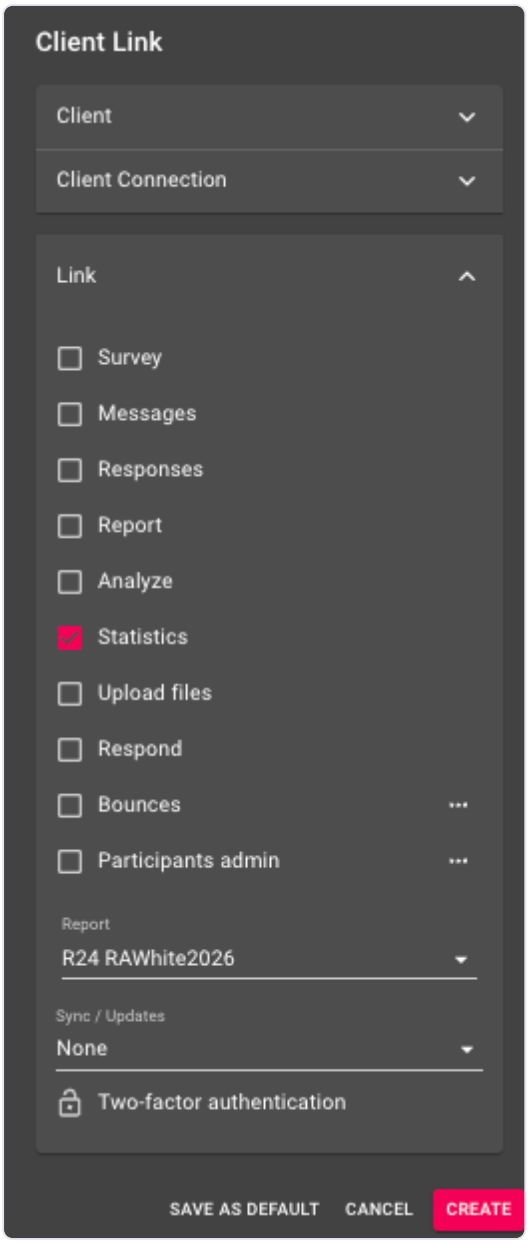
What you find at the lower levels is often the most useful part. A low response rate in one unit can mean the invitation went to the wrong people, a manager hasn't passed it on, or a reminder is needed for just that group rather than everyone.

Share the statistics with a client

You can give a client their own link to the statistics view, so they can follow the response rate themselves without asking you for updates.

1. Click **Share** at the top left of the statistics view. The **Client Link** window opens, with **Statistics** already selected under **Link**.
2. Under **Client**, choose who the link is for.
3. Under **Link**, add anything else the client should have access to, for example **Report** or **Responses**. Leave the rest unchecked.
4. Click **Create**.

The Statistics view can be enabled for existing Clients as well, in the Client-tab.



The latest version of this guide: https://www.researchautomators.com/guides/the-statistics-view/