Create and Customize a Standard Report

Leading Practices and FAQs
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The Standard Report sets the standard for reporting in Alchemer. The customization possibilities are endless; well maybe not endless, but too many to cover in one tutorial anyway.

In this tutorial we’ll overview the various reporting-building tools and some FAQs about display customizations to get you started.

Check out these tutorials that cover other report features in depth:

- Explore Standard Report Chart Types
- Filter the Data Shown in Your Report
- Share, Email, and Schedule Your Report
- Style Your Report

Use the Report Building Tools
The Standard Report will be automatically created for you within your survey under Results > Reports. To get started reviewing and customizing your report click View/Edit link or the report thumbnail.
Report Customizations: Overall Vs. Individual

The Report Options and Bulk Edit tools allow you to make global report changes that affect all the questions in your report. Both of these options are available at the upper-right portion of your report.

Say, for example, you want to exclude all options marked with the Not Applicable Special Setting. You can find the option to do so for all questions in your report by clicking Report Options > Answer Options.

However, you can make similar changes to an individual question. To explore the customization options for each question (they vary by question type) click Layout & Options on an element in your report and select your preferences.
Add a Question to Your Report Using the Insert Tool

1. Click the Insert button between any two elements in your report and select Question Chart from the menu.

2. Next, select the question you wish to add from the dropdown menu and click Add Question.
Add Text to Your Report Using the Insert Tool

If you wish to add some text to your report, click the **Insert** button between any two elements in your report and select **Text or Image** from the menu.

Add Other Elements to Your Report: Response Map, Device Chart, Response Table, Response Counts, Response Timeline, Email Statistics, DIY Grid/Cards, Quotes, Email Invite/Contact Fields, and Crosstab

There are several other elements available to add to your report via the Insert tool. To add one of these elements click the **Insert** button between any two elements where you wish to add and select it from the menu.

Use the Bulk Editor

Click the **Bulk Edit** option in the upper-right of your report to customize the elements that are included in your report.

Via Bulk Edit, you can add, remove, bulk remove, copy and reorder questions. You can also change the chart type for compatible elements!
It's worth noting that many of these options are available when reviewing the report itself.

Filter Your Report
Filtering a Standard Report is easy as pie. You can filter by:

- Question Answers
- Response Status (Complete, Partial, Disqualified, Test)
- Response IDs
- Survey Link
- You can also create advanced filters with multiple conditions and/or groups of conditions.

Learn more in our Filter Report Data Tutorial.

Access the above filtering options by clicking the Filter menu in the left-hand panel of your report. This will expose the Add Filter button where you can select one or more of the above filtering categories.

Finally, if you wish to filter by the date responses were recorded check out our Filter by Date Tutorial.
Compare Data Within Your Report

Under the **Compare Segments** option in the left-hand panel you can set up Segments in the Standard Report to compare subgroups within your data. Typically, segments are groups within your data that you would like to make comparisons across. For instance, you might compare responses for males and females, age groups, or other demographic or firmographic characteristics.

Segments can be set up using:

- Question Answers
- Response Status
- Response IDs
- Response Date
- Survey Links
- You can also create advanced segments with multiple conditions and/or groups of conditions.

To learn more about setting up segments check out our [Segment Your Report Data Tutorial](#).

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Include Individual Responses in the Standard Report

Sometimes the *individual responses* are as important to understanding your data as the summarized/aggregated data. Use the **Insert** button located between any two report elements to include a grid of your Individual Responses. Select **Response Table** from the available options.

After selecting this option a table of Individual Responses will be added to your report. Here you will see a list of your responses.
Customize Grid Columns
If you wish to customize what is displayed in the grid:

1. Click the pencil icon in the upper right of the Response Table.

2. Next, click Customize Grid Columns and select up to 5 fields to include. Be sure to scroll to the bottom of the window and click Done to apply your changes.

Customize Detail View
The Detail View refers to the data that is seen if a specific individual response is clicked.

1. If you wish to customize the data within this view, click Edit to the right of the Table and select Customize Detail View. All pages and questions will be selected by default.
2. Uncheck any questions or pages you wish to exclude from view in the Individual Response. Click Done.

3. Click Save to return to your Standard Report.

**Report Options**

In the **Report Options** menu found in the upper right of your report you will have a number of different display options, too many to cover here but we'll highlight a few.

**Filter Details**

By default, any time you apply filters, both overall filters and individual element filters, to your Standard Report the details of these filter conditions will be displayed in your report.
If you prefer to turn the filter details off for the entire report go to Report Options > Layout and uncheck Filter Details from the Show the Following section.

Question Numbering
Under Report Options > Layout > Question Numbering you can choose from the below options for numbering reporting elements:

- No Numbers
- Original Question Number From Survey
- 1, 2, 3, ...
- A, B, C, ...

Report Language
Have you added Translations to your survey? Change your Standard Report language by heading to Report Options > Language and selecting an available language from the Report Language menu.
FAQ
- How Do I Add/Remove Questions?
- How Do I Report on Table Rows Separately?
- How Do I Remove N/A Answer Options?
- How Do I Customize Statistics?
- How Do I Download a Hard Copy of the Report: PDF or Print
- Why Did Alchemer Create This Report?
- Important Notes About the Data That Displays in Your Report

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