# Building Charts with Alchemer Survey Data

This guide outlines how to create charts and tables for different question types using the search bar and response formulas.

## Basic Pre-visualization Steps

1. In Alchemer Survey,

- Build your Questions
- (Recommended) Add a question alias
- Collect responses

2. In Alchemer Dashboard,

- Make sure your survey is added as a Survey Source
- In the Chart Builder, select your survey model.

## Building Charts from Radio Button Questions

**Outcomes: Column chart, table, or donut chart**

1. Add Required Fields

In the search bar, add the following:

- `Response Distribution` (a formula that automatically counts the number of responses)
- `Question Label - Question ID` *or* `Question Text - Question ID`
  You can either type these directly into the search bar or select them from the list on the left. Then click **Go**.

2. Default Display

A column chart will appear automatically for radio button questions. These questions display in the format:

- `Question Label - Question ID` *or*
- `Question Text - Question ID`

3. Options

- Click **View as Table** to switch to a table format
- Change the chart type to a **Donut Chart**
- To remove null values, add this to the search bar:
  `Question Label - Question ID != {Null}` and press **Go**

4. Customize the Chart

- Edit the **Title**, **Description**, and **Axis Labels** as needed

## Examples

# Building Charts for Checkbox Questions

**Outcomes: Column chart or table**

1. Add Required Fields

In the search bar, add the following:

- `Survey Name`
- `count Question Label: Answer Option 1 - Question ID`
- `count Question Label: Answer Option 2 - Question ID`
  *(Add each answer option individually using the "count" prefix.)*

You can type these into the search bar or select them from the list on the left.
Then click **Go**.

2. Explanation

- Each checkbox answer option appears as a separate field in the data model.
- You must add every option manually to the search bar.
- Prefix each answer option with **"count"** to count the number of responses.
- `Survey Name` is used as a grouping attribute and can be removed later.

3. Default Display

A column chart will appear automatically.

4. Chart Options:

- View as Table
  Switch to table view if preferred.
- Group Y-Axes
  Click on a y-axis, select **Group > {Name of another y-axis}** to group data.
- Edit Y-Axis Titles and Position
  Adjust position and update titles as needed.
- Hide X-Axis
  Go to:
  `Edit Chart > X-axis (pencil icon) > Advanced Settings > Axis Settings > Show/Hide Axis` and `Show/Hide Axis Name`.
- Customize Chart
  Update **Title**, **Description**, and other formatting options.

For for information on editing charts, see these documents.

## Examples

# Building Charts for Dropdown Menu Questions

**Outcome: Column Chart, Table, or Donut Chart**

### 1. Add Required Fields

In the search bar, include:

- `Response Distribution` (a formula that automatically counts the number of responses)
- `Question Label - Question ID` *or* `Question Text - Question ID`

You can either type these directly into the search bar or select them from the list on the left. Then click **Go**.

### 2. Question Format

Dropdown Menu questions will display in the format:

- `Question Label - Question ID`
- *or* `Question Text - Question ID`

### 3. Default Display

A column chart will appear automatically.

### 4. Chart Options:

- **View as Table**
  Switch to a table view if preferred.
- **Change Chart Type**
  Switch from column chart to **Donut Chart**.
- **Remove Null Values**
  Add the following to the search bar and click **Go**:
  `Question Label - Question ID != {Null}`
- **Customize the Chart**
  Edit the **Title**, **Description**, and **Axis Labels** as needed.

For for information on editing charts, see these documents.

## Examples



# Building a Chart With Rating (Likert Scale) Questions

**Outcome: Column Chart, Table, or Donut Chart**

**1. Add Required Fields**

In the search bar, enter:

- `Response Distribution` (a formula that automatically counts the number of responses)
- `Question Label - Question ID` *or* `Question Text - Question ID`

You can type these directly into the search bar or select them from the list on the left.
Then click **Go**.

**2. Question Format**

Rating (Likert Scale) questions will display in the format:

- `Question Label - Question ID`
- *or* `Question Text - Question ID`

**2. Default Display**

A column chart is generated automatically.

**Chart Options:**

- **View as Table**
  Switch to a table format if preferred.
- **Change Chart Type**
  Select **Donut Chart** for an alternative view.
- **Remove Null Values**
  Add this to the search bar and click **Go**:
  `Question Label - Question ID != {Null}`
- **Customize the Chart**
  Update the **Title**, **Description**, and **Axis Labels** as needed.

For for information on editing charts, see these documents.

## Examples

# Building a Chart With Radio Button Grid Questions

**Outcome Options:**

1. Table displaying all row headers

2. Column Chart or Pivot Table for individual row headers

**(1) To Display a Table of All Row Headers**
**Steps:**

1. In the search bar, add the following:

- `Response ID`
- Each individual row from the grid in the format:
  `Row Header 1 - Question ID` , `Row Header 2 - Question ID` , etc.

You can type these manually or select them from the list on the left.
Then click **Go**.

**2. Explanation:**

- Each row header in a Radio Button Grid question appears as a separate element in the data model.
- You must add each row option individually to the search bar.
- The **Question Label** or **Question Title** will not appear in the data model.

**3. Example:**

- **Question:** What is your size for the following articles of clothing?
- **Question Alias:** Sizes
- **Question ID:** 6
- **Column Headers:** XS, S, M, L, XL
- **Row Headers:** Sweater, Skirt
  - In the data model, these appear as:
  - `Sweater - 0006`
  - `Skirt - 0006`
  - Each field contains one of the column header values (XS–XL)

> **Tip:** Use the **Question ID** at the end of each label to confirm the row belongs to the correct question.

> **Note:** Adding `Response ID` allows you to see all row answers per respondent. A **table** will appear automatically.

**(2) To Chart a Single Row Header**
Steps:

1. In the search bar, add:

- `Response Distribution`
- One row header from the question in the format: `Row Header - Question ID`

2. Then click **Go**. A **column chart** will appear automatically.

Chart Options:

- **Exclude Null Values**
  Add: `Row Header - Question ID != {Null}` to the search bar and click **Go**
- **Change Chart Type:**
  - To **Donut Chart**
  - To **Pivot Table**
- **Customize the Chart:**
  Edit **Title**, **Description**, and **Axes Labels** as needed

## Examples





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