

Introduction to Filtering Survey Results



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Introduction to Filtering Survey Results

Filtering lets you segment a group of respondents according to how they answered your survey questions. You can save these respondents as separate email lists for follow-up communication, and you can view how they answered other survey questions.

Here's an example of how Filtering works:

1. You ask your survey participants if they would be interested in attending an event, and what topic they would like to see covered.
2. You review the overall results to your survey.
3. You then segment, or "Filter" those respondents who are interested in the same event topic.
4. You save those respondents to a new list, and follow up with a tailored email invitation to your event.
5. You review other responses from this segmented group, to help you better plan the curriculum for your event.

A Sample Survey

For this introductory guide, we are using a sample survey. A company is trying to plan an off-site training seminar for its employees. The coordinators of the event want to send a survey that will allow them to determine what training to offer and where to have the seminar. They plan to ask the following questions:

1. Are you interested in attending an off-site seminar? (Multiple choice question, yes/no)
2. Where would you prefer to attend the seminar? Please rank the following cities in order of preference. (Ranking question)
3. Which three seminar topics interest you the most? (Multiple choice question)
4. How much would you prefer to spend on lodging while attending the seminar? (Rating question)

Our sample company will use filters to look at the results, and narrow down the responses to help determine the best location for the seminar and what training to offer.

Looking at the Overall Results

Before you start narrowing down your information, take a look at the total responses.

To see all of your responses:

1. From the Surveys tab, click **My Surveys/Polls**.
2. Click the name of the survey you want to investigate. The Survey Details page displays.
3. Click **Overall Results**.
4. Scroll down to see the total responses for each question.

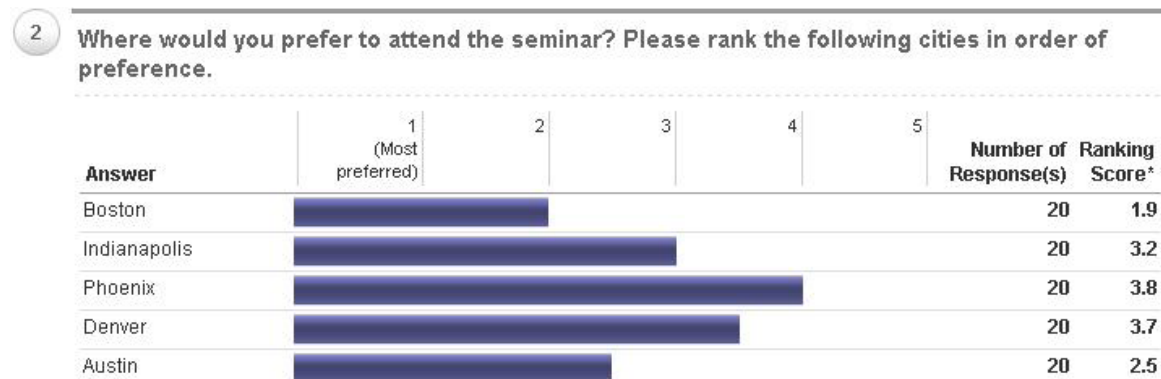
This displays a summary of all responses, with no filters.

Start with question #1, “Are you interested in attending an off-site seminar?” This is a straightforward yes/no question that doesn’t require much analysis.



Here, you can see that most people (20 out of 22) responded with “yes.” Most of the respondents are interested in the seminar.

Question #2 lists five possible cities and asks respondents to rank them in order of preference.

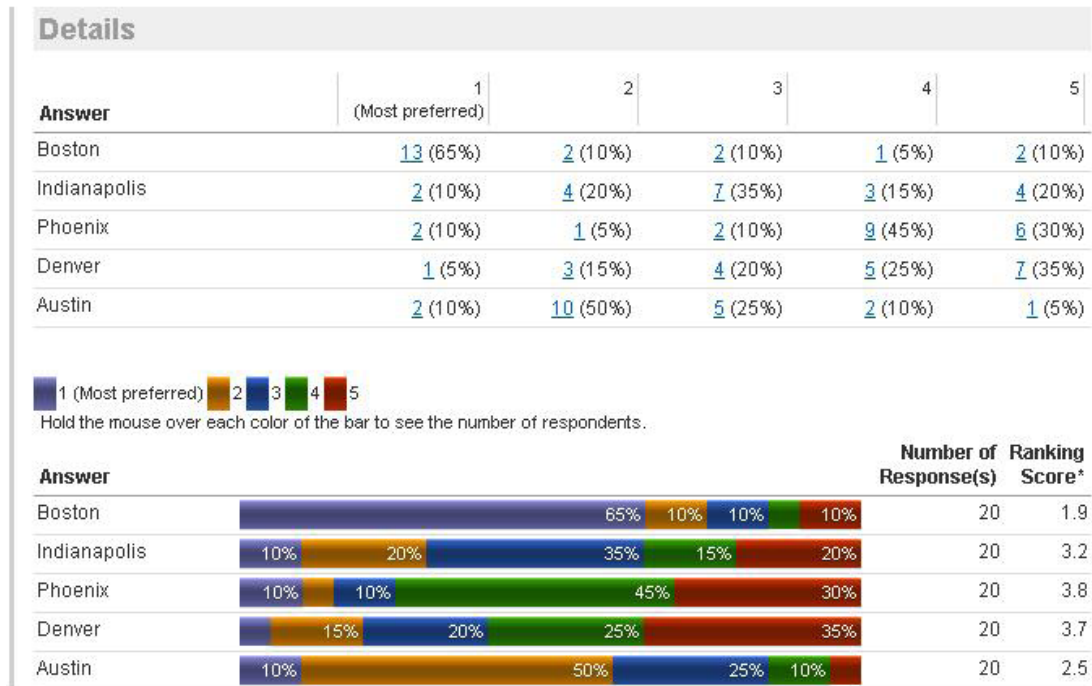


*The Ranking Score is the weighted average calculated by dividing the sum of all weighted rankings by the number of total responses.

[▶ Show Details](#)

These results can be confusing if you only look at the overall numbers. Click **Show Details** to see more information.

▼ [Hide Details](#)



Now it is apparent that Boston was the first choice for most (65%, or 13 out of 20 responses) for your seminar. Austin was a clear second choice, with 50% or 10 out of 20 responses.

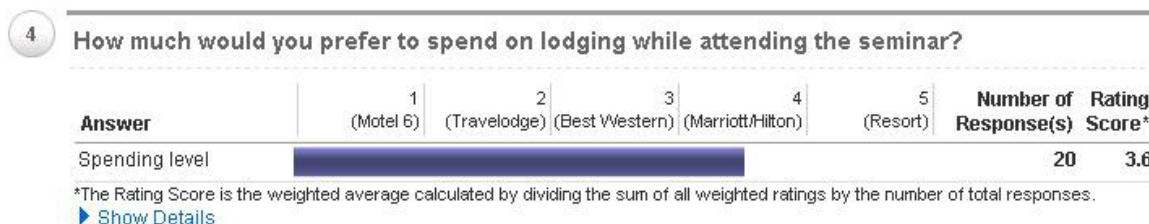
The next question helps you nail down which three topics you should cover at your seminar.

3 Which 3 seminar topics interest you the most?

Answer		Number of Response(s)	Response Ratio
Finding contacts		17	28%
Using email marketing		17	28%
Promoting your products		7	12%
Selling online		3	5%
Targeting your customer		16	27%

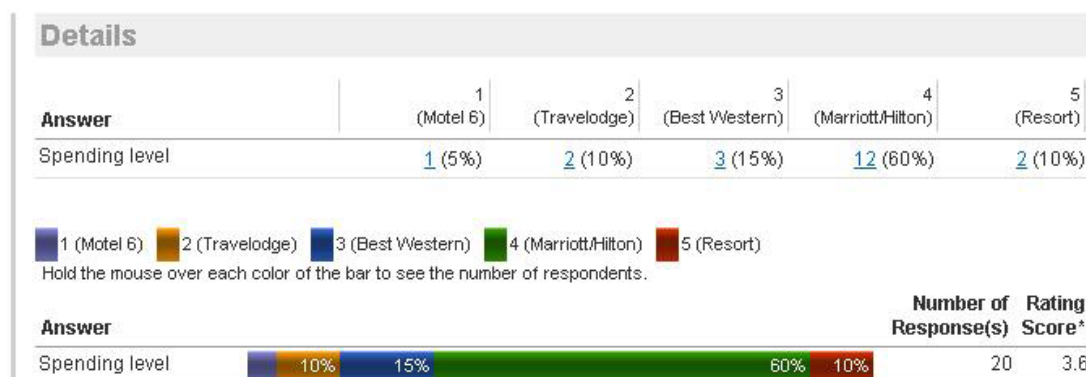
The numbers show three favorites.

The last question asks respondents to how much money they are willing to spend on lodging to attend the seminar, and helps you decide where to host it.



It's difficult to know what this means, so take a closer look at the results. Click the **Show Details** link under the question to see the individual responses.

[Hide Details](#)



Now it is very clear that most respondents are willing to pay for a reasonably nice hotel. This type of hotel is more likely to have conference facilities on the premises, so this is valuable information for planning.

While most respondents preferred Boston for the seminar, almost half were interested in traveling to Austin. If they are excluded from analysis, how will this change the other results? Will it change the preferred topics? Use filtering to narrow down the results.

Filtering to Narrow Down the Results

There are two ways to filter survey responses in Constant Contact; by **question responses** or by **response date**.

► Filter Your Results: Select filter parameters?

Create a filter to segment your entire pool of respondents to a smaller group.

Filter by: **Question responses** ▼

→ You **Response date** (you cannot filter by an open-ended text question or a collect personal information question).

→ Respondents will be filtered by **ALL** criteria that you specify. (i.e. only users who answered (x) to question 1 **AND** (y) to question 2 will be displayed in your filtered list) which will segment and make the respondent list smaller.

If you choose to filter by question responses, you may filter by up to 3 questions (you cannot filter by an open-ended text question or a collect personal information question). When you use this option, your filter is based on responses to certain questions. If you choose to filter by response date, you can choose a month/year from the drop-down

field:

► Filter Your Results: Select filter parameters?

Create a filter to segment your entire pool of respondents to a smaller group.

Filter by:

→ You can filter the results to include only responses that were received in a specific month.

Select Month/Year:

The **response date** option will allow you to filter survey responses that were received in a given month. This option can be useful if the survey is distributed over a period of several months and you want to view responses for a certain month.

In the example of the training seminar, we will use the **question responses** filter.

First, narrow down your respondent list to only include those who are interested in the seminar. Begin by creating a filter using question #1, interest in attending.

To create a filter:






1. Click **Filter these respondents** from the Overall Results page.
2. Click **Answers**, under question #1. Select “yes” and click **Finish**. This filters out the two “no” responses, and leaves only those respondents who are interested in your seminar.
3. Now create a targeted list to use while planning the seminar. Click **Save filtered respondents to a list**. Type a name for this list in the text box next to “New List”, and click **Save**. This creates a targeted list for follow-up emails regarding your seminar plans.

Does location preference impact any planning decisions? Filter question #2 to find out.

Click **Edit this filter**. (“Yes” is still selected from question #1.) Click **Answers** under question #2 and select “1” from “Boston.” Click **Finish**. This gives the following results for questions #3 and #4, the two questions of interest.

3

Which 3 seminar topics interest you the most?

Answer		Number of Response(s)	Response Ratio
Finding contacts		11	28%
Using email marketing		11	28%
Promoting your products		2	5%
Selling online		2	5%
Targeting your customer		13	33%

4

How much would you prefer to spend on lodging while attending the seminar?






Answer	1 (Motel 6)	2 (Travelodge)	3 (Best Western)	4 (Marriott/Hilton)	5 (Resort)	Number of Response(s)	Rating Score*
Spending level						13	3.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

▼ [Hide Details](#)

Details

Answer	1 (Motel 6)	2 (Travelodge)	3 (Best Western)	4 (Marriott/Hilton)	5 (Resort)
Spending level	1 (8%)	2 (15%)	0 (0%)	9 (69%)	1 (8%)

 1 (Motel 6)
  2 (Travelodge)
  3 (Best Western)
  4 (Marriott/Hilton)
  5 (Resort)

Hold the mouse over each color of the bar to see the number of respondents.

Answer		Number of Response(s)	Rating Score*
Spending level		13	3.5

Neither the topic interest nor hotel preference changed. Now try Austin.

Note

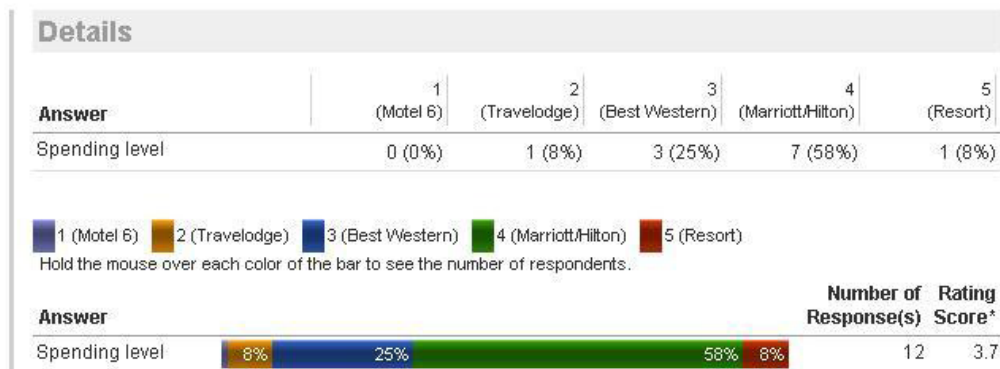
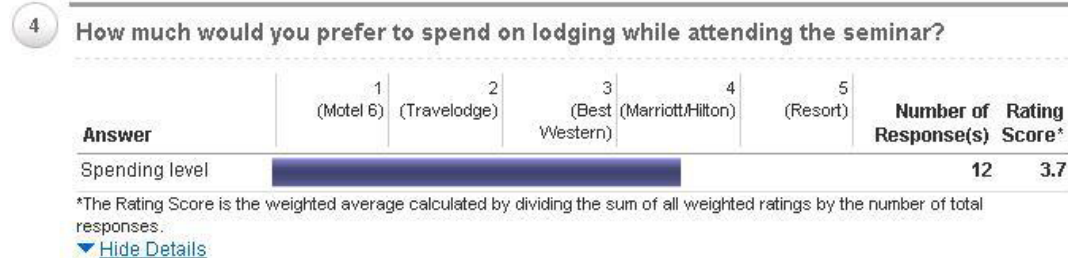
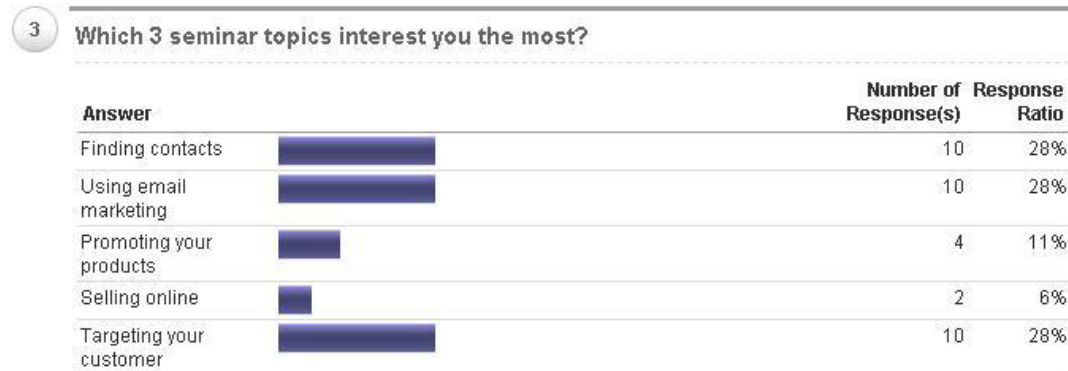
Notice that there are only 20 responses shown for each question. This is because the filter we chose for question #1 included 20 responses (those who were interested in the seminar). The two that were not interested were filtered out, so their responses are not included in the remaining results.

Click **Edit this filter**. Deselect the Boston filter by clicking on the checked box, then click **Answers** under question #2. Since some people did select Austin as their first choice, include them too. This choice wasn't as highly preferred as Boston, so include the people that selected 1 or 2.

	1 (Most preferred)	2	3	4	5
Boston	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indianapolis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Phoenix	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Denver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Austin	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

[Clear selections](#)

Click **Finish** to see the results of the filter.



The results did not change enough to affect the conclusions.

How to Use This Information

So what do these results tell you? In this example, you have learned several important bits of information that will help to better plan the event, an off-site training seminar.

- An off-site training seminar appeals to a large majority of your respondents, and you have created a mailing list that includes only those who are interested.
- The preferred location is Boston, with Austin a strong second choice.
- You should plan training focusing on finding contacts, using email marketing, and targeting customers.
- The seminar should be held at a nicer hotel with meeting facilities.

This is just one example of how filtering your survey results can help you better target your business, and reach those people who are truly interested in your product or service.