

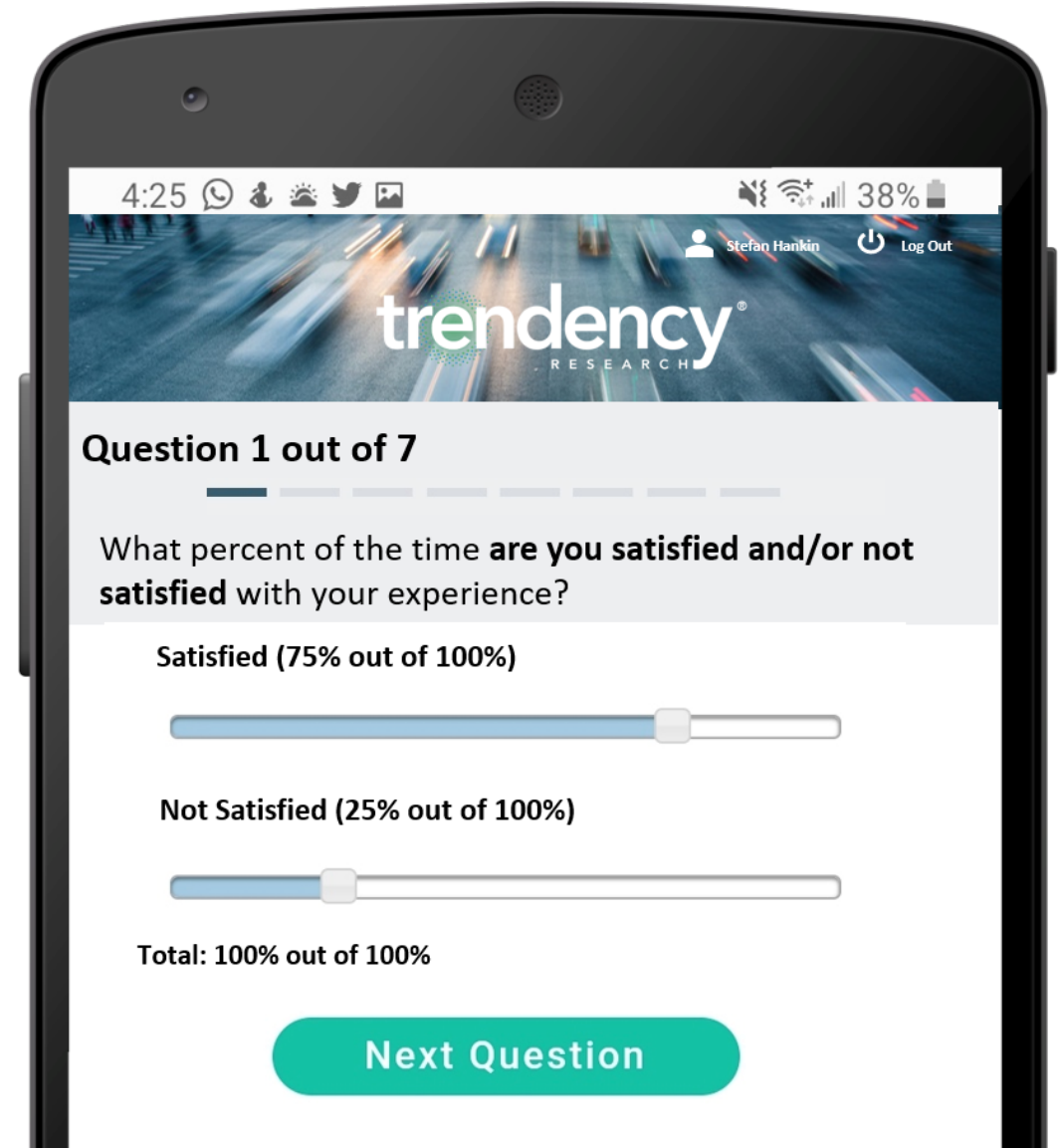


How to read a Trendency Report



Question Types

For those who have not taken a survey, Trendency questions are asked in a non-binary fashion, which means that respondents allocate their answers on a scale (typically 0-100) for each possible position. For example, when asked how satisfied they are, a respondent might answer 75% satisfied and 25% not satisfied vs somewhat satisfied in a typical 4- or 5-point scale. An example of what a respondent would see is to the right.



The image shows a smartphone screen displaying a survey interface. At the top, the status bar shows the time 4:25, various icons, and a battery level of 38%. Below the status bar is a header with the Trendency Research logo and a user profile for Stefan Hankin with a 'Log Out' button. The main content area displays 'Question 1 out of 7' with a progress bar. The question is: 'What percent of the time **are you satisfied and/or not satisfied** with your experience?'. There are two sliders: the first is labeled 'Satisfied (75% out of 100%)' and is set to 75%; the second is labeled 'Not Satisfied (25% out of 100%)' and is set to 25%. A 'Total: 100% out of 100%' label is shown below the sliders. At the bottom is a green 'Next Question' button.

4:25 38%

Stefan Hankin Log Out

trendency
RESEARCH

Question 1 out of 7

What percent of the time **are you satisfied and/or not satisfied** with your experience?

Satisfied (75% out of 100%)

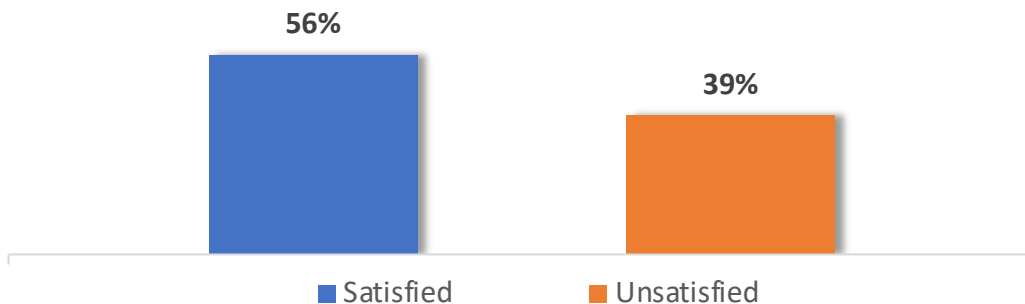
Not Satisfied (25% out of 100%)

Total: 100% out of 100%

Next Question

Reading Reports: Average Allocation

All Parents

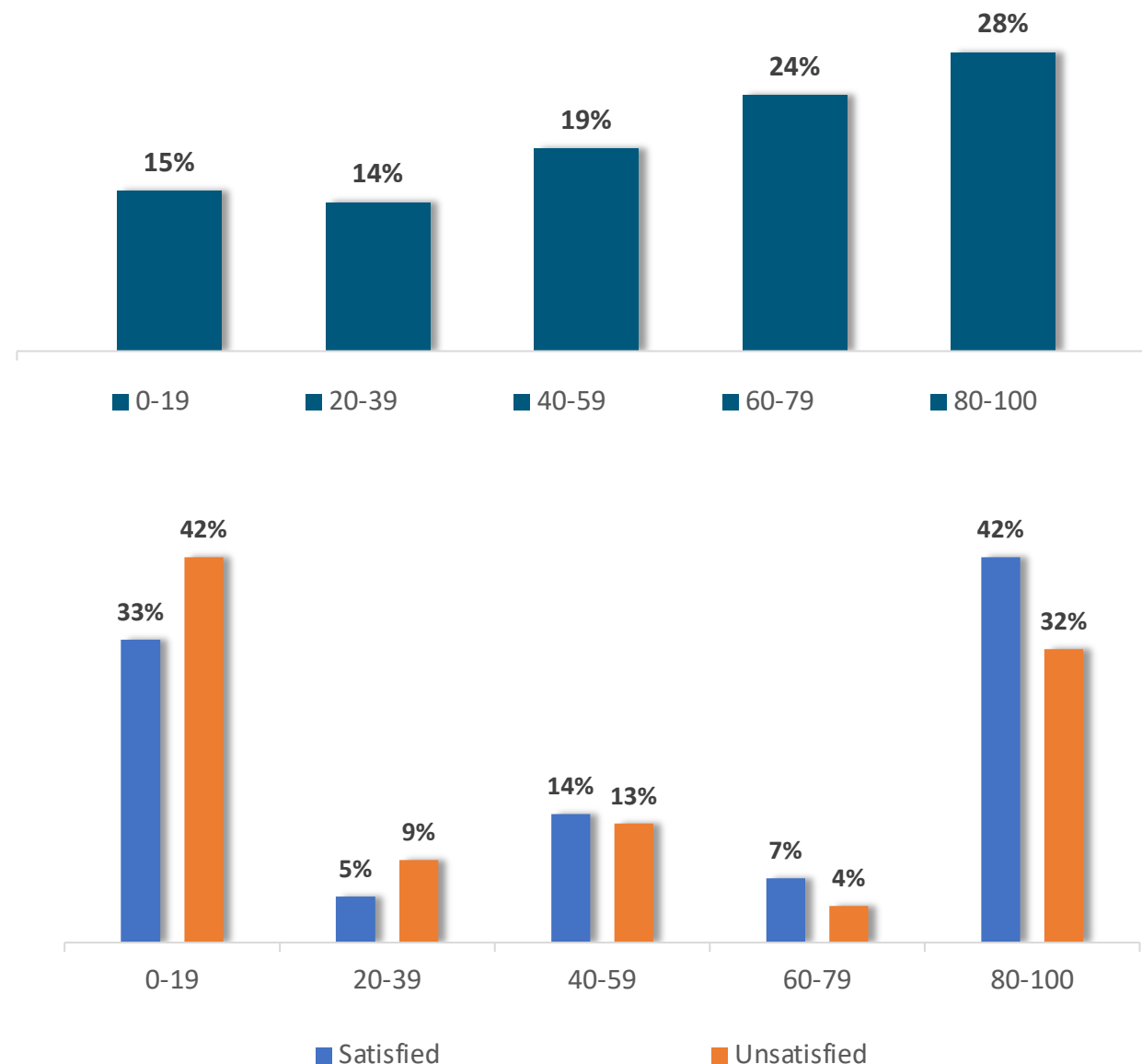


Results are often presented in a few ways: The first is showing the average allocation. Using the example to the left, this shows that the average allocation for being satisfied is 56% and the average allocation for unsatisfied is 39%. It does not mean that 56% of respondents are satisfied, but rather the average of all the scores given to satisfied.

Reading Reports: Distribution

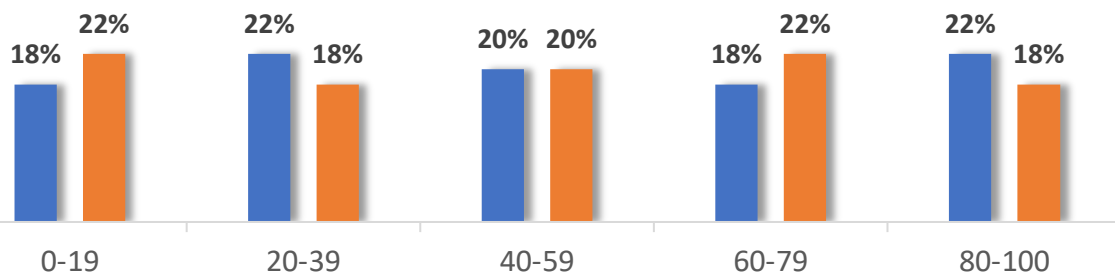
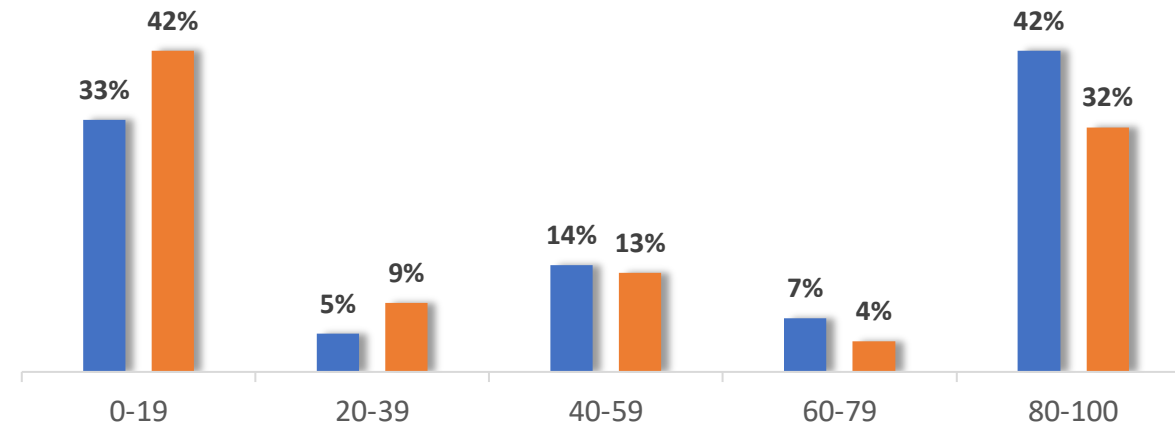
Averages can sometimes be deceiving, which is why you will typically see a breakdown of the responses. These show the percent of responses that fell within a certain range. Using the example to the right, 15% of respondents gave a score between 0 and 19, while 28% gave a score between 80 and 100.

If there is an allocation between two choices, the breakdown will look like the chart to the right.



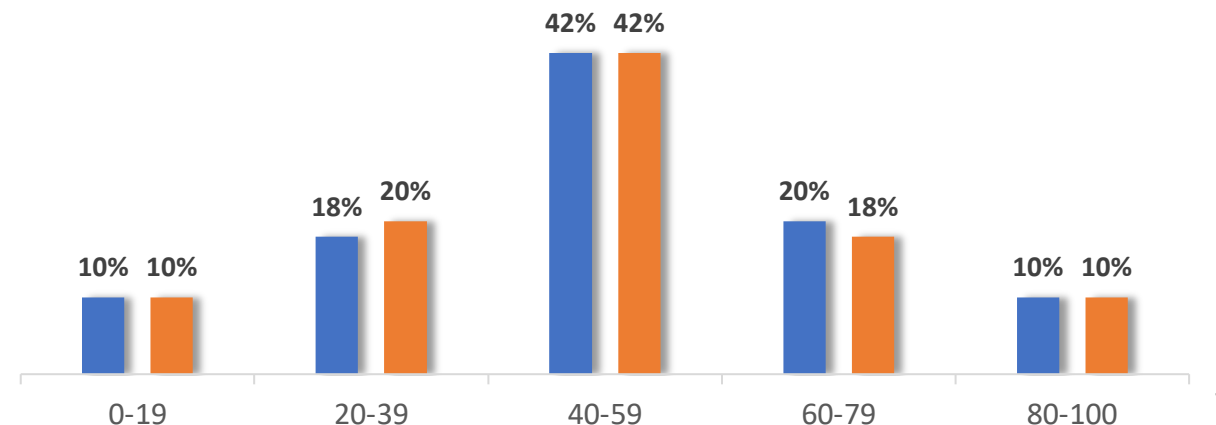
Reading Reports: Examples

If the breakdown has a high percentage at both the high (80-100) and low (0-19) ends it indicates a more polarized view of the issue or question.



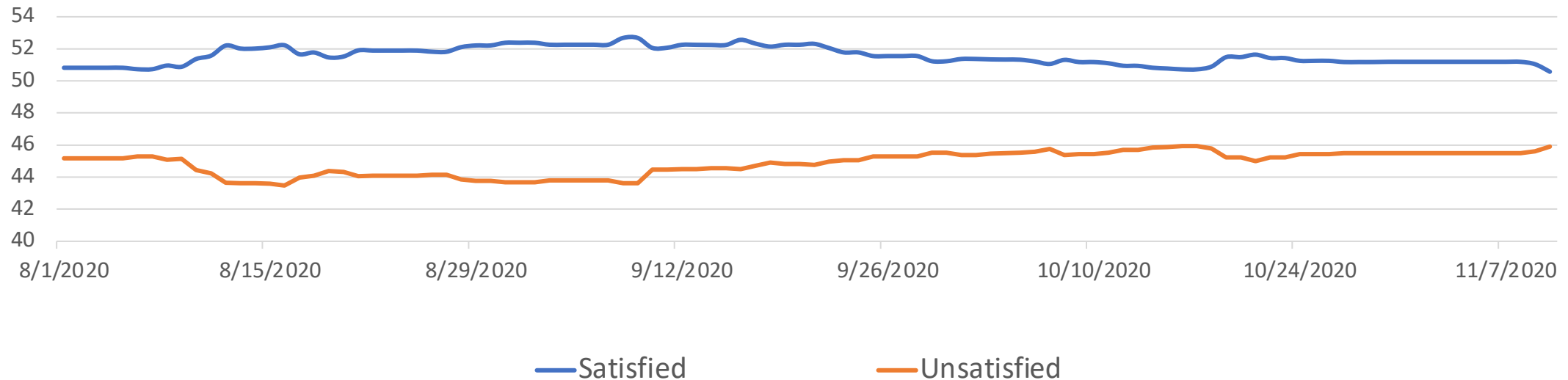
If the breakdown is relatively even across the groups, it tends to indicate a wide range of views are present.

If the breakdown is higher in the middle ranges and lower at the high and low ends, it tends to indicate a high level of indifference or respondents being undecided in how they feel.



Reading Reports: Trendline

Once a project has been running for a while and respondents have answered the same questions at multiple points in time, reports may show a trendline, which is showing how the average has been changing over time. This allows an understanding of the direction opinions are heading and possibly the effects of external events or changes in the dynamic of an issue.





Capturing Behavioral Trends Through Innovative Research

737 8th Street SE, Suite 202 | Washington, DC 20003
(202) 792-4875 | www.trendency.com