

Define Your Own Reporting Values

By default, the Reporting Value for each answer option you create will be set to the same value as your **answer option** title. However, there are many instances where you may want to define your own custom reporting values. For example, researchers often assign their own reporting values to make analyzing data easier in programs such as Excel.

SurveyGizmo gives you the option to define your own reporting values for most of our core question types.

Note: If you update your reporting values (from text to numerical) after collecting data (or during data collection), your survey responses will need to be re-indexed in order to correctly display data and statistics in your reports.

Allow for at least five minutes prior to creating new reports or re-running existing reports.

Depending on the size of your survey and the amount of responses, your reports may take a bit of time to run when created/accessed the first time after updating your reporting values.

Assign Custom Reporting Values

A very common use case for customizing your reporting values is when using a question to gauge satisfaction or agreement with your product, service, etc.

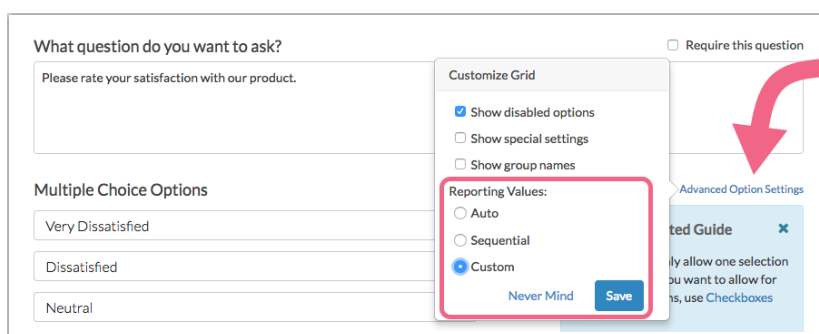
1. Please rate your satisfaction with our product.

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied
- Not applicable

1. To customize your reporting values, **Edit** your question.



2. Click on **Advanced Options** and select **Custom** under Reporting Values. Click **Save**.



3. Define your desired Reporting Values and **Save Question**.

Multiple Choice Options

Common Answer Library Advanced Option Settings

OPTION

Very Dissatisfied	1		
Dissatisfied	2		
Neutral	3		
Satisfied	4		
Very Satisfied	5		
Not applicable	0		

+ Click to Add Option Add "Other"/"N/A", etc Paste in Options

◀ Add Another Question Save Question to Library Never Mind Save Question

Customize Reporting Values in Bulk

If you didn't customize Reporting Values while building your questions, it can be tedious to go back and edit Reporting Values question by question. Fortunately, you can edit your Reporting Values in one place to prep your data for reports and exports. Click **Results > Edit Reporting Values & Aliases** to access the [Reporting Values editor](#).

Reporting

Depending on the report type, the report will display either the answer options or reporting values of your questions by default.

[Standard Reports](#) and [Crosstabs](#) will display the original option title by default. To change to Reporting Values globally for the entire report go to **Report Options > Answer Options** and select **Reporting Values** under **Answer Option Names**.

Edit Report

Overall Options Bulk Edit

Report Name
Customer NPS

Layout

Answer Options

Show the Following

- N/A Options
- Disabled Options
- Response Counts and Checks
- Answer Options/Rows With No Data

Answer Option Names

- Original Option Titles
- Reporting Values

To change to Reporting Values in the Standard Report on a question-by-question basis access **Layout & Options** to the right of the element you wish to change within the report. Locate the **Answer Options** section and make the change under **Answer Option Names**.

Edit Report Element

Chart Type Filter Layout & Options

Answer Options

Show the following

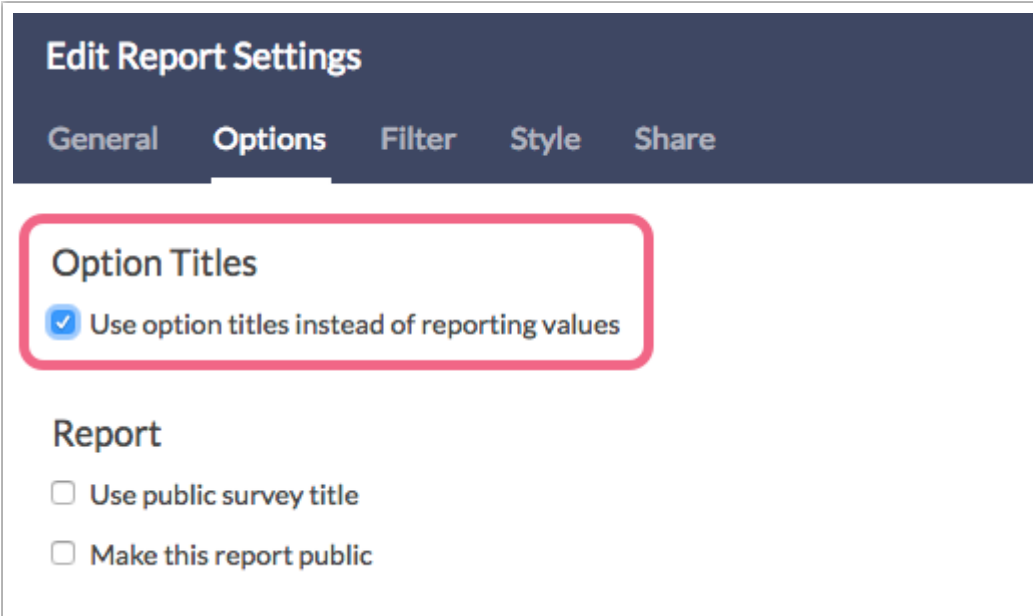
- N/A Options
- Disabled Options
- Response Counts
- Answer Options/Rows With No Data

Answer Option Names

- Original Option Title
- Reporting Value

Legacy Summary Reports will display Answer options by default for all questions. To display **Reporting Values**, edit the individual question element and uncheck the **Show answer title when displaying report**.

[Comparison Reports](#) display **Reporting Values** by default. To display **Answer Options** instead, customize your report and under **Options** check the **Use option titles instead of reporting values** box.



Edit Report Settings

General Options Filter Style Share

Option Titles

Use option titles instead of reporting values

Report

Use public survey title

Make this report public

Exporting

When exporting data from SurveyGizmo via the [CSV/Excel](#) option, the export will always contain the reporting values rather than answer options. If you have customized your reporting values, you will see these values in the Export.

Please rate your satisfaction with our product.

1

2

3

4

5

4

3

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