Title

Summary

State subject of report (what did you research), why you chose this topic, and if your hypothesis was supported or not supported by the data.

Background Data

Write a paragraph, including the following points:

* + Dates - which can include the dates of the fieldwork, the date the report was completed (and any other relevant dates).
  + The geographical area covered by the survey - with a map, if possible.
  + Standards (of ethics and data quality) followed in the conduct of the survey - such as the ESOMAR Code of Conduct.
  + Definition of the population.
  + Exclusions from the sample (e.g. children under a certain age, or people not living in private households).
  + How the sample was selected.

Summary of Responses

In the survey which was conducted, respondents were asked the following questions: (The results will be represented as percentages)

Give a statistical breakdown of each question

Conclusion

Explain in detail (use statistics to support your assertions) why or why not your hypothesis was supported. (*It may also be that your survey results were inconclusive. In other words, you did not obtain enough hard evidence to clearly support or refute your hypothesis.)*

Recommendations

List some possible shortcomings with your survey and suggest how it could be improved in the future.