

STEP 18

SECTION 1 | WRITING A SURVEY REPORT: THE BASICS

LEAD-IN

1. Why are polls and surveys conducted? Have you ever taken part in one?
2. What do you think is the purpose of a survey report?
3. What do you think the responsibility of a survey report writer is?
4. What, in your opinion, should a survey report include?

THEORY CORNER 1

A survey report is a formal piece of writing based on research

SURVEY REPORT STRUCTURE

Q&A

Q: What are the three main parts of a survey report?

A: Introduction, Main Body, Conclusion.

Q: What is included in Introduction?

A: Source of information (where and how it was gathered);
the purpose of the survey;
Optional: description of the questionnaire used.

Q: What does Main Body contain?

Main Body presents all the information collected and analysed in detail.

Q: What are the main components of Conclusion?

A: Sum-up of the main points;
interpretation of the results of the analysis;
Optional: a proposal of a course of action (*if requested*).

NB! — no personal opinion

USEFUL TIPS

- use Past Tense to describe the survey in Introduction;
- use Present Tenses and Reported Speech to present the data in Main Body;
- use Present Tense to draw conclusions;
- write in formal style;
- use cautious language.

PRACTICE 1

- Ex. 1.** *Read a sample survey report and compare it with the structure explained above. See if it follows the useful tips. Discuss with a classmate. Make corrections if necessary.*

Do Britons Like Classical Music?

In August 2010 a nationwide survey was conducted by the *Reader's Digest Magazine UK* among 1,516 adults, male and female, aged 18 to 55+. The purpose of the survey was to discover Britons' knowledge of and attitude to classical music.

The survey was carried out by means of an online questionnaire which consisted of two parts: the first included questions about how much respondents know about classical music; the second was concerned with their music listening habits and preferences.

From the data collected, the most significant items are as follows. Two thirds of Britons do not know that Elgar wrote "Pomp and Circumstance"¹; what's more, 27% are unaware who he is. Forty-five per cent of the respondents do not know who Bizet is; 56% do not know that Vivaldi wrote "Four Seasons" and 68% have no idea that "The 1812 Overture" was composed by Tchaikovsky. Yet, on the positive note, 52% of the respondents would like to know more about classical music, and 64% think classical music should be more popular.

In the second part, it has been found that only 27 % cent of the poll respondents listened to classical music in the previous week. Over a third never listen to it. Forty-one per cent of the respondents do not own a single classical CD (rising to 59% among people under 35). One in five Brits owns more than five CDs — 27% of men, 14% of women.

Yet only 16% say they actually dislike classical music, and 61% like it either "a little" or "a lot"; more men (65%) are keen on it than women (56%) and more people over 55 (74%) than under-35s (51%). Seventy-five percent of the respondents like hearing classical music in films, on TV programmes or in adverts.

The results of the survey reveal that apparently most Britons are not classical music buffs. Not surprisingly, it is older people who tend to listen to classical music regularly. The most alarming findings perhaps are that a majority is ignorant of Britain's musical heritage, and that one third of Brits never listen to classical music. On the other hand, a minority actually dislikes it while many enjoy it in films and on television. (~400 words)

/based on the *Reader's Digest*. September 2010/

STEP 18

THEORY CORNER 2

WRITING INTRODUCTION

USEFUL LANGUAGE:

- This survey was carried out/conducted to find out / examine...
- The purpose / aim of this survey was...
- This survey aimed to / at + verb / -ing
- This report presents the findings of the survey...
- ... (number) respondents answered (number) questions on...
- the survey was conducted by means of....
- The survey/questionnaire was concerned / dealt with...

¹ Edward Elgar, a British composer (1857–1934) wrote 'Pomp and Circumstance' for the coronation of King Edward VII in 1902. It is traditionally played at graduation ceremonies both in the UK and the USA.

PRACTICE 2

Ex. 2. Write an introductory paragraph of a survey report using the data in the following paragraphs.

1. What makes people like a country? The British Council commissioned a report on how educated young people view the UK. The research, released on 29 July 2014, surveyed more than 1,000 18- to 34-year-olds in each of six countries: Brazil, China, Germany, India, the US and the UK. When respondents were asked to choose up to three preferences from a list of the top 15 economies, the UK came joint second with Australia at 36 per cent each. The US topped the table at 60 per cent as the most attractive country overall. The survey was done by the polling firm MORI.
2. Between September 2018 and June 2019, the Global Survey reached out to approximately 27,000 individuals and representatives from politics, business, science and research, the media and civil society worldwide to ask for their opinions and expectations regarding sustainability and the Sustainable Development Goals (SDGs). The survey started with statistical questions on country, gender, age, which were followed by questions about the significance of sustainability and the SDGs in private life and in professional context.
3. What worried young Britons a decade ago?
Young people worry about money, street violence ... and their looks, but don't care much about climate change, according to a survey published in January, 2011. ITV Fixers researchers visited schools, colleges, universities and youth groups across England during December 2010, when the student protests against increasing tuition fees were dominating the nation's news. They persuaded more than 3,000 young people to fill out the multi-choice questionnaires, finding out about the opinions of many who would not normally take part in a formal survey.
4. What worries young Russians? According to the Mikhailov & Partners, 62% of young Russians say they are patriots of the country. 67% claim they aren't interested in politics; 56% had difficulty naming a politician they respect most. A total 46% of Russian schoolchildren named ecological problems as an area of concern. Only 31% named corruption as a problem that needs to be immediately addressed. The Mikhailov & Partners Analytics conducted a study in September, 2019. They polled 1,057 respondents aged 10–18 in fifty-two Russian regions.

THEORY CORNER 3

WRITING MAIN BODY

To analyse data make use of:

- comparison structures

1. EQUIVALENCE use: **as** many / much **as**; (not) **so** many / much **as**; **twice** / **half as** many / much **as**

e.g.

1. As many as 45% of respondents appear to be dissatisfied with how democracy is working in their country.
2. In 2020, Latvia attracted twice as much investment as in 2019.

2. NON EQUIVALENCE use: **more...than**

e.g.

1. In 2020, more employees were working from home than ever before.
2. The technology sector experienced more disruption in six months than in the previous decade. (2021 High Tech Trend Report)

3. SMTH / SMB IS "SUPER" use: **the most**

e.g.

1. English is by far the most commonly studied foreign language in the world followed by French as a distant second.
2. Among African countries the greatest number of English speakers live in Nigeria.

4. PARALLEL INCREASE use: **the more... the better**

e.g.

1. The more cooperation there is among countries, the sooner the pandemic ends, and life returns to normal.
2. The more satisfied and happy are employees, the greater is their effectiveness.

- language of comparison (see Step 17 in Part III)
- specific phrases (see **Useful words and phrases** p.109)

PRACTICE 3

Ex. 3. a) Analyse the data in the table "The highest and lowest paid jobs in Euritania¹". Answer the questions below.

Table 1

highest paid	average yearly pay	lowest paid	average yearly pay
company director	183,000	accountant	54,000
dentist	155,000	school teacher	54,000
doctor	151,000	skilled manual jobs	52,000
lawyer	126,000	shop manager	47,000
vet	108,000	insurance agent	42,000
researcher	80,000	laboratory assistant	38,000
programmer	75,500	clerical jobs	34,000
nurse	71,000	unskilled manual jobs	30,500
police officer	62,000	clergyman	26,500

1. In which jobs in the highest paid league do people make the most money?
2. In which jobs in the lowest paid league do people make the most money?
3. How large is the difference in pay between the jobs at the top and at the bottom of each league?

¹ Euritania is an imaginary country in Europe. Its currency is eu.

4. How large is the difference in pay between the jobs at the bottom within each league?
5. In which league there is a bigger difference between the highest and lowest paid jobs?
6. How do lawyers' earnings compare with those of a schoolteacher or an accountant?
7. How do earnings of a schoolteacher and those of a skilled manual worker compare?
8. How do wages of skilled and unskilled manual workers differ?
9. What are the highest and lowest paid jobs in Euritania?
10. Which jobs appear to be similar in more ways than yearly pay?

b) Write sentences to bring out similarities and differences based on the results of your analysis. Use comparison structures and language of comparison.

USEFUL WORDS AND PHRASES:

high / low / average / annual earnings, income, pay, salary, wages, to make / earn money, to be paid

e.g.

1. Lawyers make *considerably more* money *than* police officers even though they fall in the same pay league.
2. Research scientists are paid *nearly twice as much as* laboratory assistants.

Ex. 4. Analyse the data in the table "Job Satisfaction" which sums up the answers to the question "Would you carry on with your present job if you won 150,000 EU in a lottery?" Compare job satisfaction in different occupations. Write ten sentences.

e.g.

1. Police officers are *as likely* to continue their work *as* school teachers.
2. Unskilled workers find *the least* satisfaction in their work.

Table 2

Most likely to carry on		Least likely to carry on	
	%		%
clergyman	89	accountant	48
doctor	88	insurance agent	45
dentist	83	laboratory assistant	40
lawyer	78	clerical jobs	40
vet	77	skilled manual jobs	35
police officer	70	shop manager	31
school teacher	70	unskilled manual jobs	22
nurse	69		
research scientist	68		
programmer	68		
company director	67		

USEFUL LANGUAGE:

- It has been found that...
- There is a (slight / big / considerable / etc.) increase / rise / decrease / fall in... .
- One-third / Two-thirds / A quarter / Half / About half of respondents / students / etc. said that...
- Twenty-five percent / A large percentage / A small percentage of respondents stated / claimed that...
- Several / A significant number of respondents commented / agreed / suggested / etc. that...

**NOTE ON PUNCTUATION:**

In technical writing, survey report including, percentages are written as a figure followed by % symbol (no space between, e.g. **15%**)

In general writing the word *percent* is usually used; the number can be a word or a figure.

In case of decimal write it as a figure:

15 percent = fifteen percent, BUT 15.5%



Ex. 5. Compare the data in Table 1 and Table 2. Write the main body of a survey report 'Correlation Between Pay and Job Satisfaction in Euritania'.

e.g.

All those who belong to the highest paid league said they would continue working if they won 150,000 eu in a lottery. In contrast, It has been found that people in four jobs out of eighteen demonstrate [a high level of job satisfaction, over 70%]

THEORY CORNER 4

WRITING CONCLUSION

USEFUL LANGUAGE:

To draw conclusions:

- The findings indicate/reveal/show/suggest that...
- From the results of the survey, it appears that...
- According to the findings, it is clear/evident that...
- It is not easy to reach any definite conclusions...
- If any conclusions can be drawn from the data...
- All things considered...
- To sum up...

PRACTICE 4

Ex. 6. Analyse the concluding paragraph in the sample survey report (ex. 1). Discuss with a classmate if it is an appropriate sum up.

Answer the questions:

1. What tense is used in the concluding paragraph?
2. Is the style formal enough?
3. Does the writer use cautious language?
4. Are unexpected findings highlighted in the conclusion?

If in doubt, consult Theory Corner 1

Ex. 7. Analyse the paragraphs below:

a) Can they serve as appropriate conclusions to surveys introduced in ex. 2 (2–4)?

b) Is the language in each suitable for a conclusion? See Section 2 ‘Cautious Language’. Make corrections if / where necessary.

- I. To sum up, only half of the world population is aware of the SDGs. Evidently, Climate Action (SDG 13) is of greater personal interest to the younger population while the older are more concerned about their health. Quality education is a personal priority for people between 20 and 40. Naturally, people in North America and Europe are more concerned about climate change and hence prioritize SDG 13, while people in Africa and South America see Quality Education as goal #1.
- II. It appears that a majority of young Russians care little about politics. The reason for their apolitical stance lies in the authorities’ initiatives aimed at discouraging young people from participating in protest activities. Increased funding for military and patriotic education may explain why many declare themselves patriots of the country. Ecological problems cause concern among nearly half of the Russian youth, while corruption does not worry most of them.
- III. The data suggests that increasing tuition fees was not the only problem that worried young Britons. Gang-related crime and street violence was a far more serious problem for young British citizens than climate change. It is now up to the Government to tackle the problem of violent knife crime in Britain’s biggest cities.

Ex. 8. Write a concluding paragraph based on your analysis of Table 2 (ex. 4). Focus on the questions: What do the jobs that score 70% and over have in common? Why do you think jobs which score 40% are less satisfying than those that score 70% and more?)

Ex. 9. Prepare to write a survey report ‘The Significance of the SDGs in Our Life’: analyse the data in the tables below. The tables show selected results of a comprehensive survey.

NB! Not all respondents in this survey answered every question; the percentages given refer to the number of responses per question, not the total number of respondents.

Question 1. Are you aware of the SDGs concept?

Table 1. Awareness of the SDGs concept

Yes	No
49,7%	50,3%

Question 2. Is the concept of the SDGs important to you?
(the percentage of those who answered “YES”)

Table 2. Importance of the SDGs concept

Male	Female	Other
59%	40%	1%

Question 3. Which three of the 17 SDGs are of immediate importance to you and your family? The three most frequently named SDGs worldwide are in this order:

- SDG 13 — Climate Action
- SDG 3 — Good Health and Well-being
- SDG 4 — Quality Education

Table 3. The three most important SDGs by gender:

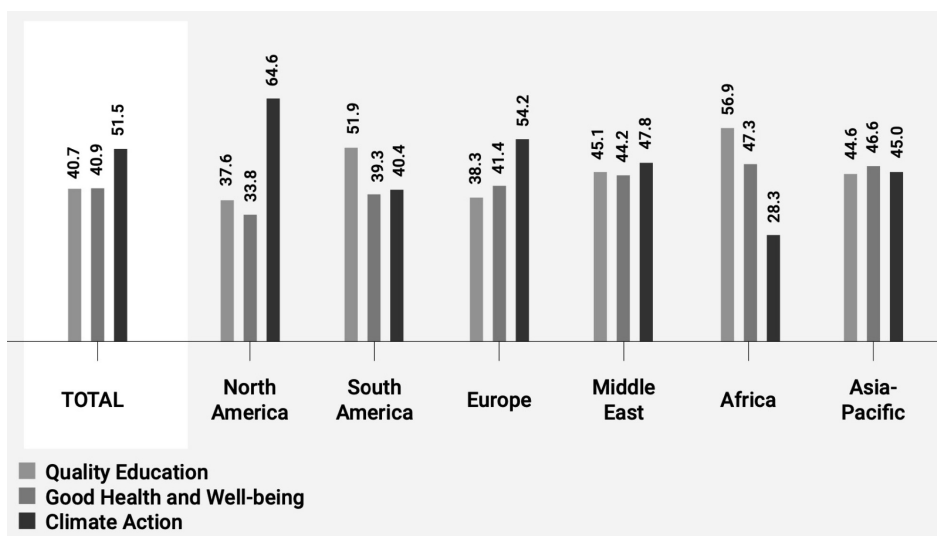
Total ##	Gender	Male	Female	Other
SDG 13 Climate action 13035 = 100%		4502 = 34,5%	8397 = 64,5%	136 = 1,0%
SDG 3 Good health... 9367 = 100%		3784 = 40,4%	5483 = 58,5%	100 = 1,1%
SDG 4 Quality education 9804 = 100%		4079 = 41,6%	5618 = 57,3%	107 = 1,1%

Table 4. The three most important SDGs by age group:

Total ##	Age	>20	20–29	30–39	40–49	50–59	60+
SDG 13 Climate Action 7623 = 100%		1041 = 13,7%	5432 = 71,2%	818 = 10,7%	215 = 2,8%	96 = 1,3%	21 = 0,3%
SDG 3 Good Health and Well-being 9334 = 100%		636 = 6,8%	3409 = 36,5%	2512 = 26,9%	1331 = 14,2%	1001 = 10,8%	445 = 4,8%
SDG 4 Quality Education 9769 = 100%		690 = 7,0%	3719 = 38,0%	2604 = 26,7%	1326 = 13,7%	913 = 9,3%	517 = 5,3%



The three most important SDGs by regions



THEORY CORNER 5

Caution

In survey reports it is often necessary to be careful about claims we make.

REMINDER

Cautious verbs and adjectives:

- modal verbs: *may, might, could*;
- verbs: *argue, believe, claim, seem, suggest, tend, etc.*;
- adjectives: *apparent, definite, clear, probable, possible, etc.*

NOTE

It is advisable to make use of

Impersonal verb phrases such as:

It appears / seems that
 ...appears / seems to be / to do
 It is assumed / claimed that
 ... tend(s) to be / to increase / etc.
 There is a tendency to / for
 There is a / little chance / possibility / likelihood
 (Some of) the evidence shows that
 It is doubtful if / that.

“Cautious” adverbs:

apparently / seemingly
 approximately
 hardly
 practically
 relatively

PRACTICE 5

Ex. 10. Rewrite the following statements using suggestions in the brackets.

e.g.

Young people display no interest in politics. (adjective) →
 Young people display no *apparent* interest in politics.

1. In Germany, implementation of sustainability is the first priority. (verb phrase)
2. In science and education the SDGs are unknown. ('cautious' adverb)
3. According to the results of this poll young people in Russia are less concerned about immigrants and refugees. (verb or verb phrase)
4. The older, the less educated, and/or less financially stable the respondents, the higher their level of fear. (phrase 'there is...')
5. No one was interested in community action. ('cautious' adverb)

6. Young people from rural areas find it more difficult to get quality education. (verb, verb phrase, or adverb)
7. Women experience anxiety more often than men. (verb phrase 'likely')
8. People who live in large cities are more trusting than those who live in small towns. (doubtful)
9. The Middle East and North Africa have the highest gender gap in pay. ('cautious' adverb)
10. A majority of consumers think about sustainability only when buying goods or services. (evidence)

Ex. 11. Make the statements more cautious using the words and phrases from the above list.

e.g.

While the majority have some idea of the SDGs, there is deep scepticism about how feasible this agenda is.

While the majority **evidently** have some idea of the SDGs, there **appears to be** deep scepticism about how feasible this agenda is.

1. The majority of companies set themselves goals with reference to the SDGs. However, progress towards the set targets is measured without reference to the SDGs.
2. All sectors (politics, business, science and research) consider the importance of SDG 17 (Partnerships for the Goals) to be low.
3. Concern about climate change can only be a 'luxury' if there are more immediate fears and needs such as economic prosperity and clean water and air.
4. The younger the respondents, the more concerned they are about climate change.
5. Respondents from the private sector rate the awareness of private companies of both sustainability and the SDGs as lower than the individual awareness.
6. Of all political activities the most popular among young Britons are raising money for charities and boycotting products.
7. The British political system does not represent accurately the concerns of the young generation and those of immigrants.
8. Compared to older generations, Russian youth spend very little time and effort on public activities, or 'community service', such as volunteering (five percent) and participation in youth organizations.
9. Respondents who are currently in school, college, or university do not spend too much time on their homework or on preparing for classes.
10. Few respondents are dissatisfied with their education; however, poor young people are twice as dissatisfied, scoring 11%.

ACADEMIC VOCABULARY & COHESION

Ex. 12. Read the text. Do you share the writer's concern?

a) Identify the words that belong to your Academic Word Bank (based on Steps 13–17).

b) Expand it by adding new AWL words. In paragraphs 1&2 some of these are highlighted; you are to find all the others in these two paragraphs (total number is 14).



c) Identify more new AWL words in paragraph 3 and share your list (7 words) with your classmates.

The Hidden Environmental Cost of Your Smartphone

In just a decade, smartphones have become central to people's lives from *communication* to content consumption to commerce perspective. Due to growing dependence on smartphones as well as availability of affordable smartphones, the average global smartphone replacement cycle has reached 21 months. Emerging market consumers are being more aggressive replacing their device than consumers in developed markets. This trend is the complete opposite compared to the feature phone era. The growth of Chinese brands offering higher specification devices at affordable prices has *triggered* a faster upgrade cycle. Furthermore, the rise of second life and refurbished smartphones is also catalyzing this trend.

According to a consumer survey conducted through *randomly* selecting a sample of 3,500 respondents from all continents, Mexican users replace their smartphone fastest, replacing every 18 months. This behavior is likely a *consequence* of the high percentage of used devices in Mexico; almost one-third of the base¹ uses a pre-owned device. One in three users in Mexico are likely to upgrade their devices every twelve months. On the other end of the scale, Japanese users reported that they replace their device every 26 months, the longest among all participating countries. This is partly due to the mature and aging user base with access to more premium, durable devices that do not require frequent upgrades.

Yet, our electronic devices leave deep ethical and environmental footprints on our planet. Around 80% of each device's carbon impact is generated at the manufacturing stage. Building every phone requires the polluting extraction of irreplaceable elements like gold, cobalt or lithium, as well as rare earth elements. Toxic metals in phones will continue to contaminate water and soil if they end up in landfill sites. Hence, the best way to reduce your footprint in this area is to make sure your current and future phones last as long as they possibly can, and that you dispose of them responsibly when you do have to get rid of them.

/based on <https://www.counterpointresearch.com/smartphone-users-replace-their-device-every-twenty-one-months/>

Ex. 13. a) Make the text more 'academic' by using AWL words from ex. 10 instead of the underlined ones. You may need to rephrase a sentence to use an AWL word.

b) Identify means of cohesion in the text: key words, pronouns, parallel structure and linkers.

21st Century Library

Massive increase in information resources on the internet has an important effect on libraries. Their users need and want easy access to it.

Modern library enables its library members to use technology tools, both provided by the library and their own throughout the space. What's more, this enables users to choose where they work within the library choosing the environment that best suits their current needs. An important characteristic of modern library is that there are distinct zones for different uses:

¹ base = a group of people who use a particular service

those for quiet study and solitary reflection, and those for active engagement with others. Clearly, a good balance between these types of space is needed to make the most of a library as learning space.

A poll conducted among students and academics reveals that they value the experience of physical space. According to Richard Florida (2003), 'place and community are more critical factors than ever before'; therefore, we need to think of making the 21st century library a positive experience.

/based on <https://www.tkpark.or.th/stocks/extra/002f08.pdf>



Ex. 14.

- a) Make the text more 'academic': identify 12 words you can replace with AWL words from ex. 10 (or their derivatives).**
- b) Identify another four AWL words to add to your Academic Word Bank.**
- c) Identify means of cohesion in the text: key words, pronouns, synonyms, ellipsis, and linkers.**

The technology revolution has started a dramatic change in the way libraries, one of the oldest cultural institutions, function. One crucial aspect of their activity is that libraries contribute to building inclusive society: in addition to the needs of patrons who have physical disabilities, libraries must also know the needs of people with communication disabilities. Today there are many resources and tools that can help library users with special needs to more fully take part in society. (5)

The role of librarians has undergone a remarkable transformation, too. Traditionally, librarians were providing access to information, helping inexperienced users to choose titles necessary, for example, for a particular student project. Today, librarians are actively facilitating the learning and research process as well. The view of learners as consumers of information is changing to one of constructors and producers of knowledge. Libraries, too, are creating this new thinking. (4)

The period of life of a library book has changed as well. Books that libraries consider 'of worth' are now digitalized and continue living when the paper edition dies, and the library gets rid of it. Similarly, the 'unworthy' end up in a dustbin. Many older library members do not find it morally acceptable, while the majority, students in particular, have no objection, accessing what they need with computers. (3)

Can you identify other words from your AW Bank?

OUTPUT

Write a survey report 'The Significance of the SDGs in Our Life' based on the analysis of the results presented in tables 1–4 in ex. 9. Make use of your introduction (see ex. 2) (2)



Write a survey report 'The Significance of the SDGs in Our Life' based on the analysis of the results presented in tables 1–4 in and the diagrams 'the most important SDGs by regions' (see ex. 9).