

---

# Reporting Examples (Notional Data)



***CommCheck***

---

***USAF***

Sep 2014

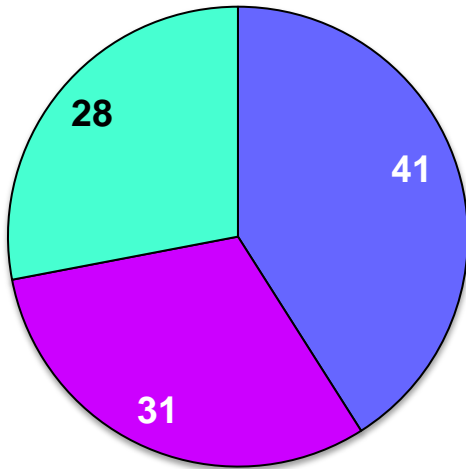
---

- 
- **Purpose**: Demonstrate how **CommCheck®** survey findings will be reported out to you and your wing leaders
  - Results deck presents a mix of summary charts (showing top-level results in one graph for easy reading) and reference charts (showing demographic details of Airmen's responses to each specific item)
    - All results are broken out by cohort (enlisted, officer, civilian), rank groups (E-1 to E-4, E-5 to E-6, E-7 to E-9, CGOs and FGOs) and gender
  - Your wing will be entitled to use these survey results any way it wishes – you'll own the data and they'll never be shared with anyone else
-

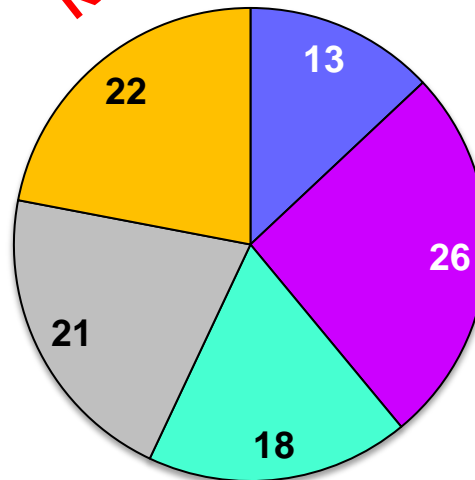


- Wing conducted web survey on-base, using **CommCheck®** tool
  - Survey fielded 7-20 Oct 2014
  - 1,024 respondents; margin of error +/- 3.1%

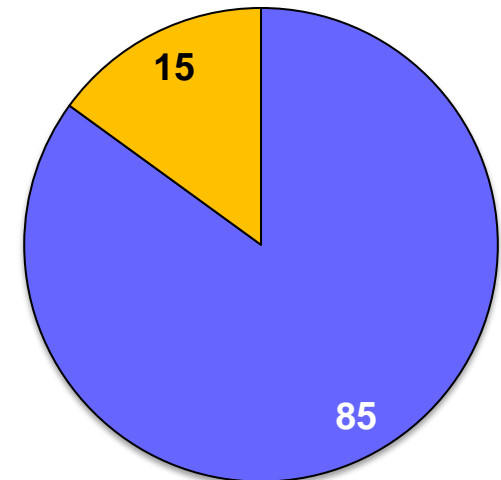
**NOTIONAL DATA**



- Enlisted
- Officer
- Civilian



- E1-E4
- E5-E6
- E7-E9
- O1-O3
- O4-O6



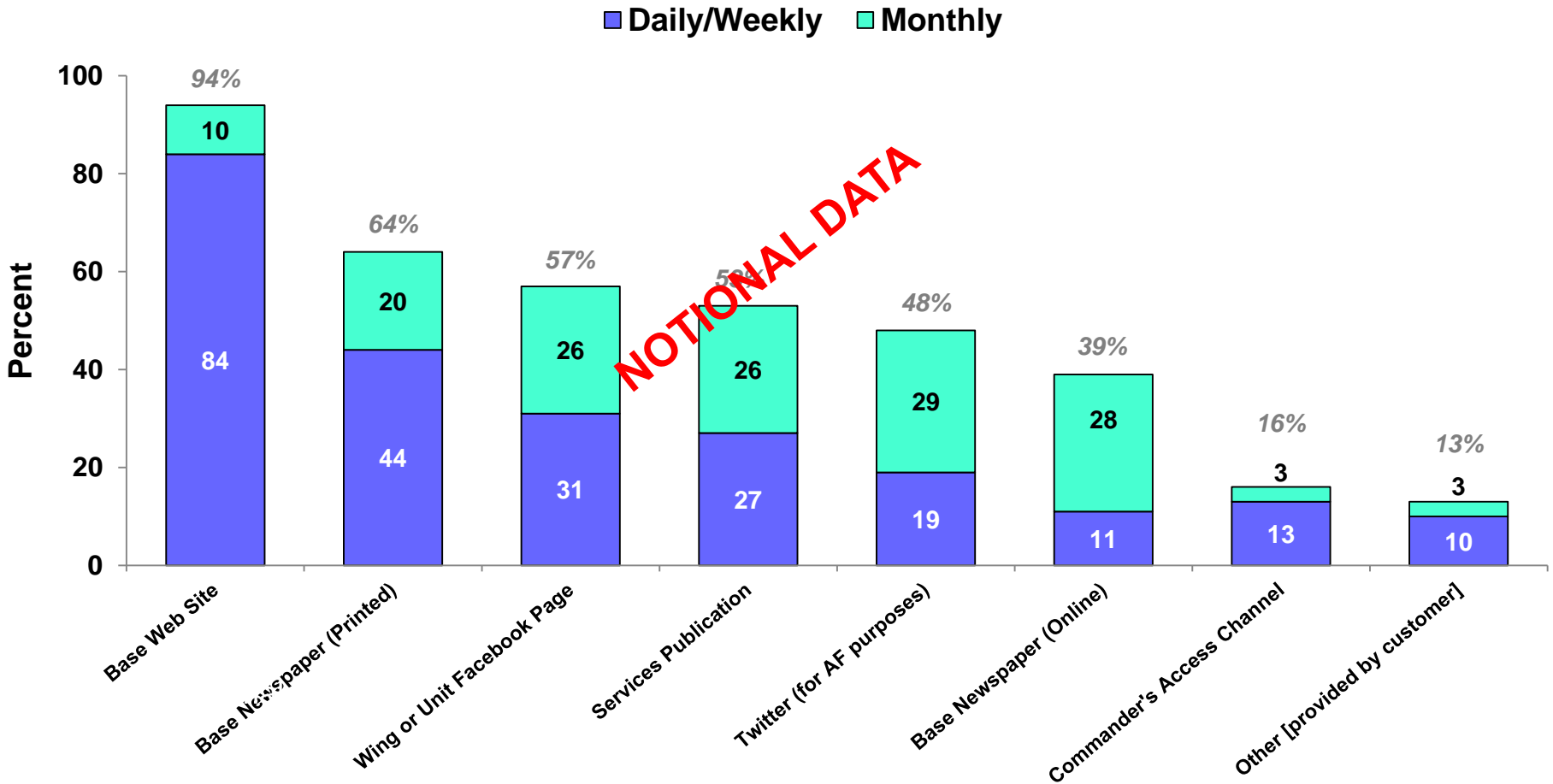
- Male
- Female



# Wing Media Product Use

*How often your Airmen use each product:*

M1



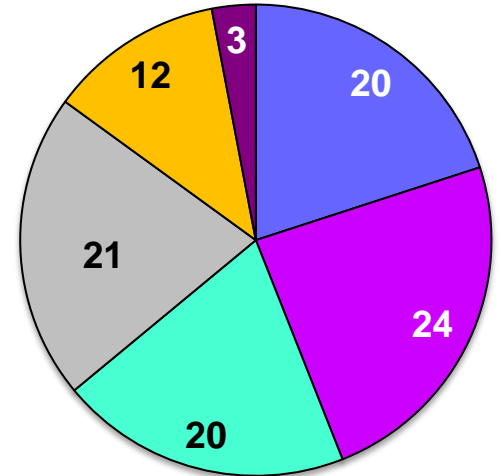


# Wing Media Product Use

## How often your Airmen use each product:

		Daily	Weekly	Monthly	Yearly	Never	Never Heard
<b>Total Survey Results</b>		20	24	20	21	12	3
<b>Cohort</b>	Enlisted	24	25	18	17	12	4
	Officer	10	20	22	29	16	3
	Civilian	17	23	23	24	10	3
<b>Rank</b>	E1-E4	27	27	18	12	11	5
	E5-E6	23	22	18	21	13	3
	E7-E9	19	29	21	20	9	2
	O1-O3	8	18	20	30	18	6
	O4-O6	11	21	24	28	14	2
<b>Gender</b>	Female	19	24	21	21	11	4
	Male	24	22	19	17	15	3

NOTIONAL DATA



- Every day
- Once a week
- Once a month
- A few times a year
- Never use it
- Never heard of it

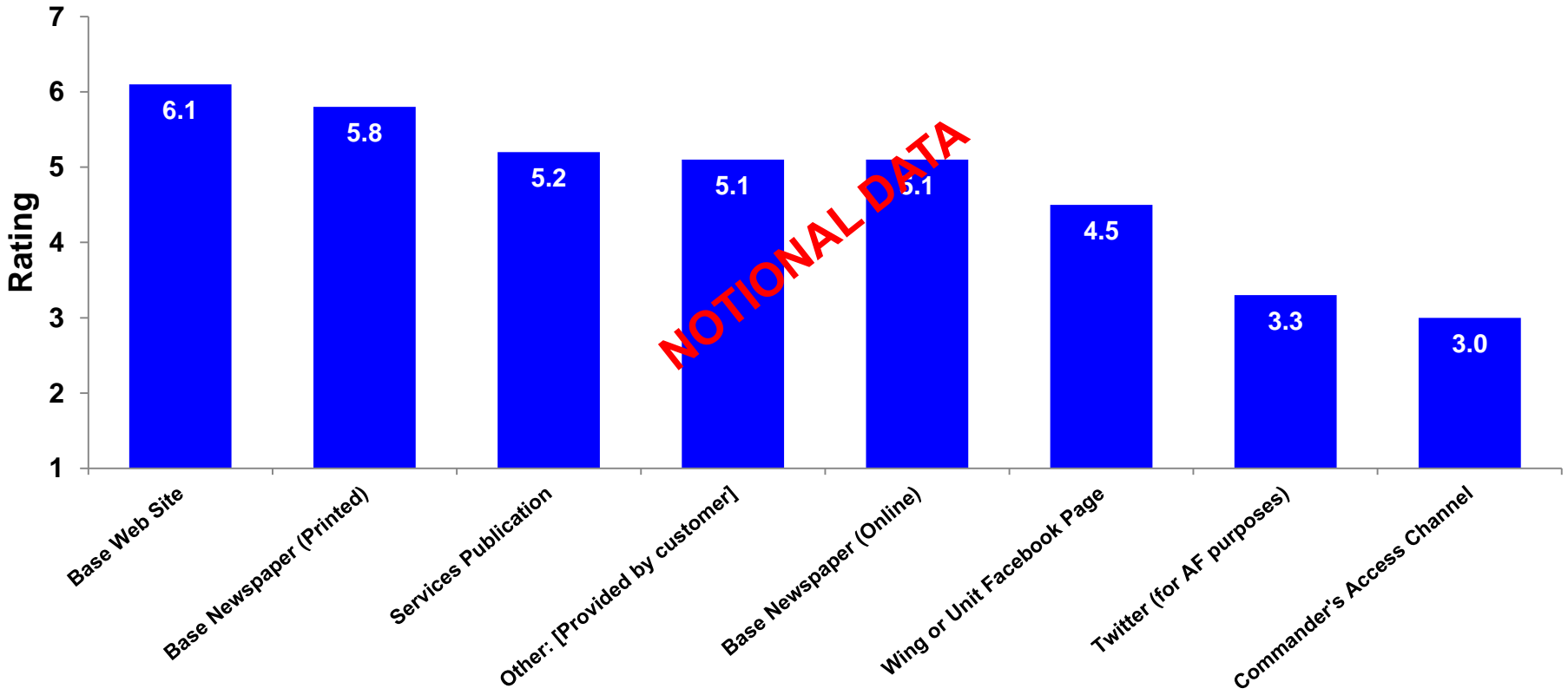
This slide is produced for each product in survey.



# Perceived Product Value

**“Importance” rating for each product (by Airmen reporting at least monthly use):**

M2



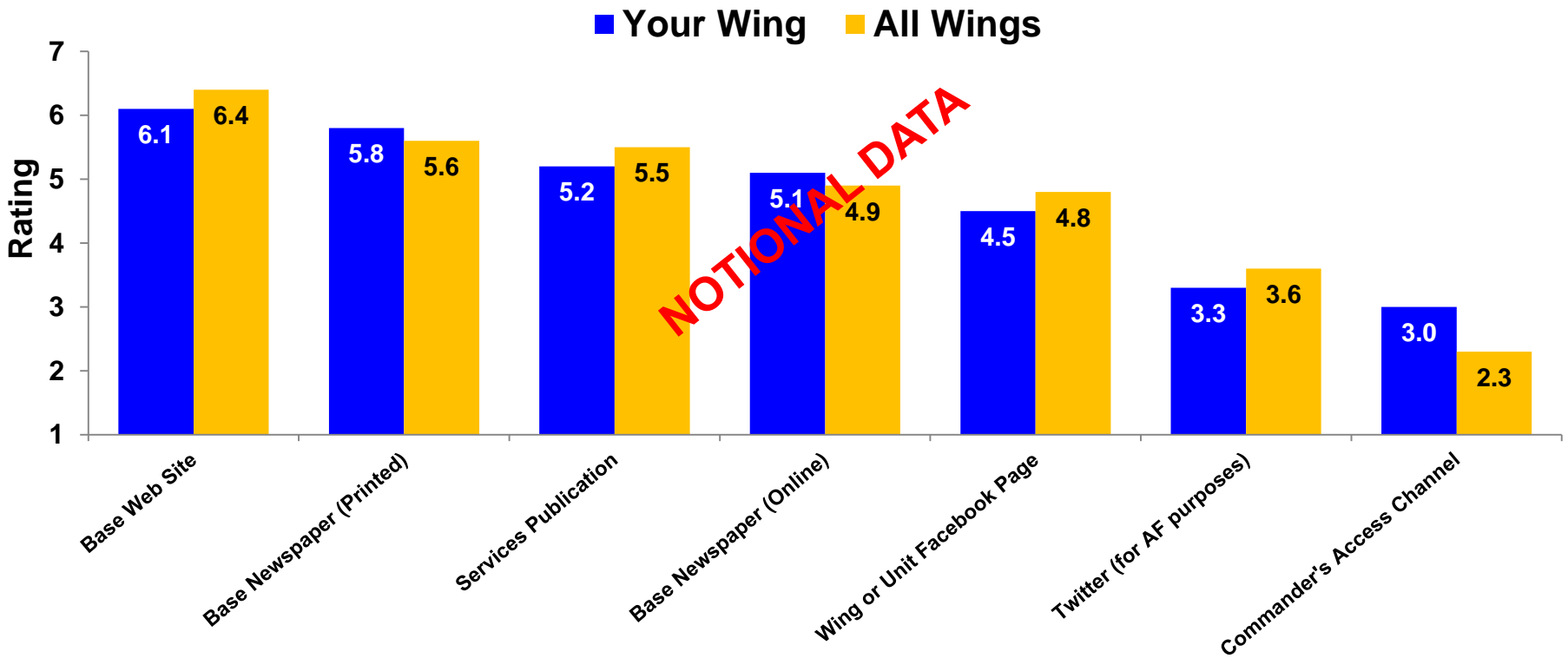
Not at all important 1 2 3 4 5 6 7 Very important



# Perceived Product Value

**“Importance” rating for each product (by Airmen reporting at least monthly use), compared to average of all wings:**

M2



Not at all important 1 2 3 4 5 6 7 Very important

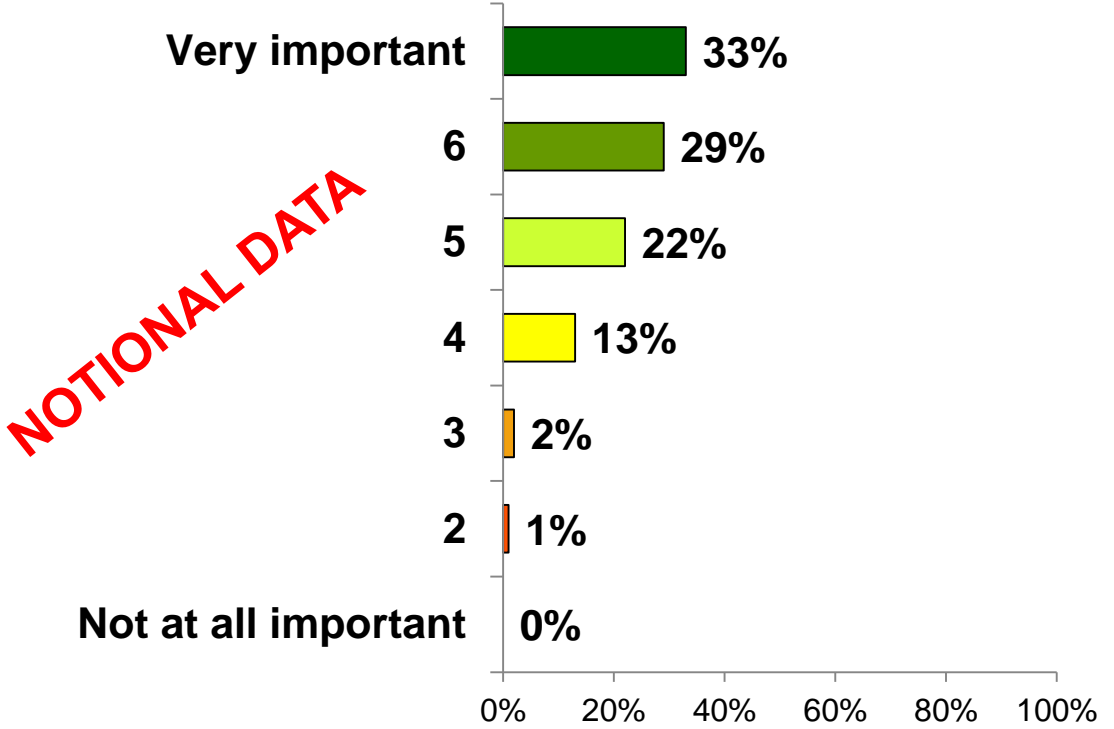


# Perceived Product Value

## Base Newspaper (Printed): Importance

M2-a

		Average
<b>Total Survey Results</b>		<b>5.8</b>
<b>Cohort</b>	Enlisted	5.8
	Officer	5.9
	Civilian	5.7
<b>Rank</b>	E1-E4	5.7
	E5-E6	5.9
	E7-E9	5.9
	O1-O3	5.8
	O4-O6	5.9
<b>Gender</b>	Female	5.7
	Male	6.0



Not at all believable 1 2 3 4 5 6 7 Very believable

This slide is produced for each product in survey.





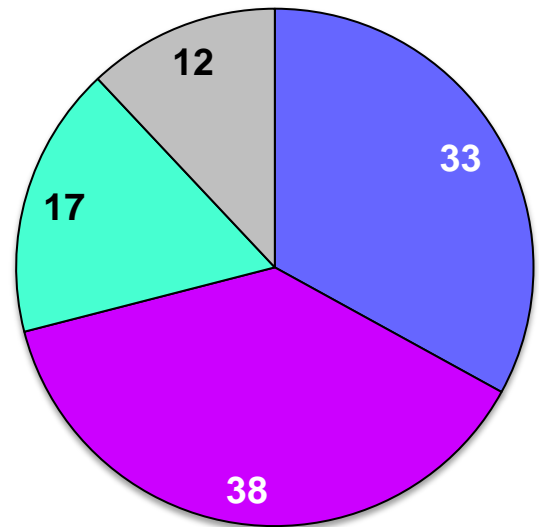
# Leaders on Social Media

## Your Airmen's opinion of wing leaders' use of social media to communicate USAF news and info to them

M6

		Want to see leaders use it more	Now using it the right amount	Want to see leaders use it less	It's inappropriate - period
<b>Total Survey Results</b>		<b>33</b>	<b>38</b>	<b>17</b>	<b>12</b>
<b>Cohort</b>	Enlisted	36	36	14	14
	Officer	29	35	24	12
	Civilian	29	43	18	10
<b>Rank</b>	E1-E4	40	29	17	14
	E5-E6	33	39	7	21
	E7-E9	35	46	16	3
	O1-O3	38	24	21	17
	O4-O6	22	40	27	11
<b>Gender</b>	Female	33	38	18	11
	Male	31	39	10	20

NOTIONAL DATA



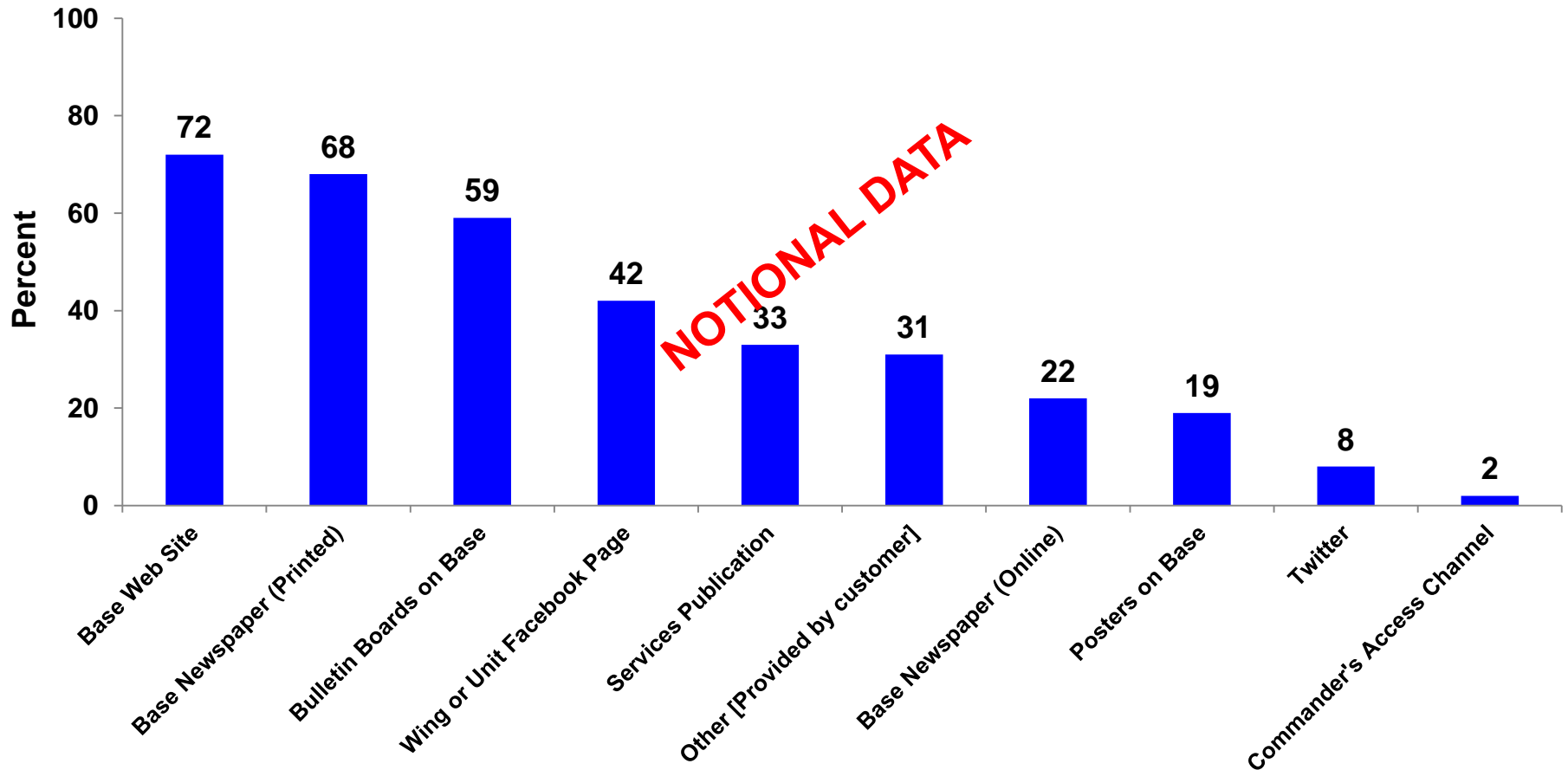
- Want to see leaders use it more
- Now using it the right amount
- Want to see leaders use it less
- It's inappropriate for them to use it - period



# Sources Used for Key Info

**Sources your Airmen used to get info about [topic to be provided by customer] (Check all that apply)**

M7





**Sources your Airmen used to get info about [topic to be provided by customer] (Check all that apply)**

M7

		<i>Base Newspaper (Printed)</i>	<i>Base Newspaper (Online)</i>	<i>Base Web Site</i>	<i>Posters on Base</i>	<i>Bulletin Boards on Base</i>
<b>Total Survey Results</b>		<b>68</b>	<b>22</b>	<b>72</b>	<b>19</b>	<b>59</b>
<b>Cohort</b>	<b>Enlisted</b>	<b>82</b>	<b>26</b>	<b>86</b>	<b>23</b>	<b>71</b>
	<b>Officer</b>	<b>61</b>	<b>20</b>	<b>65</b>	<b>17</b>	<b>53</b>
	<b>Civilian</b>	<b>65</b>	<b>21</b>	<b>68</b>	<b>18</b>	<b>56</b>
<b>Rank</b>	<b>E1-E4</b>	<b>87</b>	<b>25</b>	<b>92</b>	<b>24</b>	<b>76</b>
	<b>E5-E6</b>	<b>83</b>	<b>27</b>	<b>88</b>	<b>23</b>	<b>72</b>
	<b>E7-E9</b>	<b>79</b>	<b>26</b>	<b>84</b>	<b>22</b>	<b>69</b>
	<b>O1-O3</b>	<b>67</b>	<b>22</b>	<b>71</b>	<b>19</b>	<b>58</b>
	<b>O4-O6</b>	<b>55</b>	<b>18</b>	<b>58</b>	<b>15</b>	<b>48</b>
<b>Gender</b>	<b>Female</b>	<b>71</b>	<b>23</b>	<b>75</b>	<b>20</b>	<b>61</b>
	<b>Male</b>	<b>67</b>	<b>22</b>	<b>71</b>	<b>19</b>	<b>58</b>

**NOTIONAL DATA**



**Sources your Airmen used to get info about [topic to be provided by customer] (Check all that apply)**

M7

		<i>Wing or Unit Facebook Page</i>	<i>Twitter</i>	<i>Commander's Access Channel</i>	<i>Services Publication</i>	<i>Other [Provided by Customer]</i>
<b>Total Survey Results</b>		<b>42</b>	<b>8</b>	<b>2</b>	<b>33</b>	<b>31</b>
<b>Cohort</b>	Enlisted	50	10	2	40	37
	Officer	38	7	2	30	28
	Civilian	40	8	2	31	29
<b>Rank</b>	E1-E4	54	10	3	42	40
	E5-E6	51	10	2	40	38
	E7-E9	49	9	2	38	36
	O1-O3	42	8	2	33	31
	O4-O6	34	6	2	27	25
<b>Gender</b>	Female	44	8	2	34	32
	Male	41	8	2	32	30

**NOTIONAL DATA**

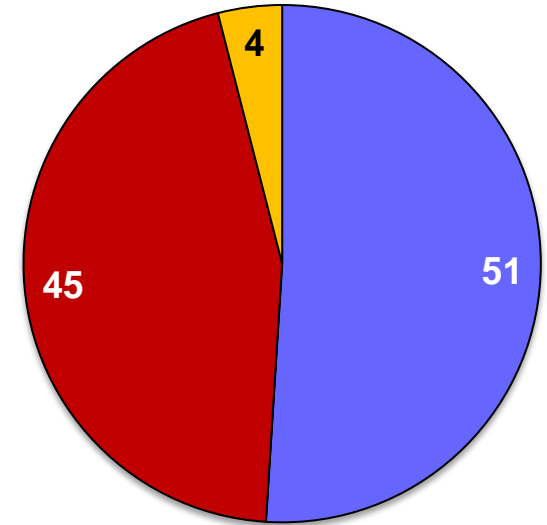


# SA Reporting Distinction

**“Do you understand the difference between “restricted” and “unrestricted” reporting of sexual assault?”**

S2

		Yes	No	Not Sure
<b>Total Survey Results</b>		<b>51</b>	<b>45</b>	<b>4</b>
<b>Cohort</b>	Enlisted	56	40	4
	Officer	46	50	4
	Civilian	42	53	5
<b>Rank</b>	E1-E4	75	18	7
	E5-E6	42	58	0
	E7-E9	7	23	6
	O1-O3	54	38	8
	O4-O6	43	57	0
<b>Locale</b>	CONUS	51	44	5
	OCONUS	50	50	0



- Yes
- No
- Not Sure



# Margin of Sampling Error

		<b>%</b>	<b>Demographic %</b>	<b>Sample Size</b>	<b>Error Margin +/- (percentage points)</b>
<b>Total Survey Results</b>			<b>100</b>	<b>1,024</b>	<b>3.1</b>
<b>Cohort</b>	<b>Enlisted</b>		<b>41</b>	<b>420</b>	<b>4.8</b>
	<b>Officer</b>		<b>31</b>	<b>318</b>	<b>5.5</b>
	<b>Civilian</b>		<b>28</b>	<b>286</b>	<b>5.8</b>
<b>Rank</b>	<b>E1-E4</b>		<b>13</b>	<b>96</b>	<b>10.0</b>
	<b>E5-E6</b>		<b>26</b>	<b>192</b>	<b>7.1</b>
	<b>E7-E9</b>		<b>18</b>	<b>133</b>	<b>8.5</b>
	<b>O1-O3</b>		<b>21</b>	<b>155</b>	<b>7.9</b>
	<b>O4-O6</b>		<b>22</b>	<b>162</b>	<b>7.7</b>
<b>Gender</b>	<b>Female</b>		<b>85</b>	<b>870</b>	<b>3.3</b>
	<b>Male</b>		<b>15</b>	<b>154</b>	<b>7.9</b>

**NOTIONAL DATA**