Property of America On the Move 2010
Aggregate Reports

Aggregate reports are based on a variety of information collected from the time a participant

joined AOM, including registration, activity logged, participation in the online community, and

completion of the required 6-week progress evaluation (shown below).

Property of America On the Move 2010
Aggregate Reports

How to create an aggregate report:

• Select the group you want to report on

• Select an option under aggregate reports in the reporting interface

• Select the type of report you want to pull

• Enter a start and end date

• Select any additional items to include in your report (more items will take longer to run)

• Select to either generate an on-screen report or to export to a file

Property of America On the Move 2010

Aggregate Reports – BMI & Behavior

The BMI & behavior report pulls data for the

date range specified when creating the report.

The BMI & behavior report shows:

• BMI (all group participants and by gender)

• Weight management (maintained, lost, or

gained weight)

• Days participants reduced caloric intake

• Days participants logged physical activity

• If motivated to improve daily eating habits

Property of America On the Move 2010

Aggregate Reports – Demographics

The demographics report pulls data for the

date range specified when creating the report.

The demographics report shows:

• Total participants in group

•Gender

•Age

• Ethnicity

Property of America On the Move 2010

Aggregate Reports – Group Coordinators

The group coordinators report pulls data for the date range specified when running the report.

The group coordinators report shows:

• Total number of group coordinators

• Group/subgroup/team name and number of participants

• Coordinator name and contact information

• Level of group (main, subgroup, or team)

• Date removed as group coordinator (if applicable)

Property of America On the Move 2010

Aggregate Reports – Online Community Participation

The online community participation report pulls

data for the date range specified when creating

the report.

The online community participation report shows:

• Number of participants with friends

• Average friends per participant

• Number of groups with posts

• Average posts per group

• Average posts per participant

• Number of groups with media uploads

• Average media uploads per groups

• Average media uploads per participant

Property of America On the Move 2010

Aggregate Reports – Program Offerings Participation

The program offerings participation report pulls

data for the date range specified when

creating the report.

The program offerings participation report

shows:

•Average daily steps

• Average days logged per week

• Subscribe to daily tips emails

• Setting goals

• Subscribing to broadcast emails

• Number of goals completed

• Participation in food tracker

• Participation with virtual trails

• Average carbon reduction

Note: interactive assessment coming fall 2009.

Property of America On the Move 2010

Aggregate Reports – Referral

The referral report pulls data for the date range

specified when creating the report.

The referral report shows:

• How participant heard about AOM

• How many people the participant has told about

AOM

Property of America On the Move 2010

Aggregate Reports – Step Activity

The step activity report pulls data for the date

range specified when creating the report.

The step activity report reflects:

• Total steps for date range

• Activity (baseline vs. comparative)

• Users increasing steps by 1,000, 2,000, 3,000,

4,000 and 5,000+

• Participants with no activity logged

Note: a user will only appear in the highest

applicable increased steps category. For

example, if a user increased his/her steps by

4,500, he/she will appear in the 4,000 steps

category, but not in the 1,000, 2,000, or 3,000

steps categories.