



Topline ResearchStory Output

Online Surveys need to come with a ready to use deliverable.
CFR ResearchStory Reports deliver.

Our survey output comes with five key research analysis steps done for you. You have access to this throughout data collection and immediately when data collection finishes.

- 1. Overview** - A final data file in excel, full labeled with a data map.
- 2. Crosstabs** - Excel tables by percentage and frequency with your banner points and significance testing that's easy to edit and use.
- 3. Crosstabs Powerpoint** - A selection of questions that show statistical significance in results and creating native PowerPoint tables and charts so they are ready to copy, paste, and edit.
- 4. Charts Powerpoint** - Standard report base that covers research methodology, question by question table, chart, and description. All of which is in native PowerPoint tables that are easily editable.
- 5. Main Report** - A word document that acts as a perfect topline or interim report compiling the output into sequential order creating a base to add, edit, and present

Example Research Deliverable

Crosstabs - Excel Document

This portion of our standard output is all Excel-based tables that are easy to read. All column banner points are customized to what makes sense for your study.

These Excel documents are easily editable and usable for creating additional summary statistics, charts, graphs, etc. BOTH counts and percentages options are in all output.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
1				Net Promoter Segmentation 1			Is your organization primarily B2B, B2C, or B2G?			Approximately how many employees work at your organization (all locations)?						
2			Total	Detractors	Passives	Promoters	Business to business	Business to consumer	Business to government	0	1-9	10-99	100-999	1,000-9,999	10,000 or more	
3		Total	4	2	2	0	2	2	0	0	0	0	2	0	2	
4		Administration	0	0	0	0	0	0	0	0	0	0	0	0	0	
5		Customer Service	0	0	0	0	0	0	0	0	0	0	0	0	0	
6		Executive Leadership	0	0	0	0	0	0	0	0	0	0	0	0	0	
7		Field Support	0	0	0	0	0	0	0	0	0	0	0	0	0	
8		Finance/Accounting	0	0	0	0	0	0	0	0	0	0	0	0	0	
9		Human Resources	0	0	0	0	0	0	0	0	0	0	0	0	0	
10		Information Technology	0	0	0	0	0	0	0	0	0	0	0	0	0	
11	Which of the following categories best describes the department that you work in?	Legal/Law	0	0	0	0	0	0	0	0	0	0	0	0	0	
12		Marketing	4	2	2	0	2	2	0	0	0	0	2	0	2	
13		Market Research	0	0	0	0	0	0	0	0	0	0	0	0	0	
14		Operations	0	0	0	0	0	0	0	0	0	0	0	0	0	
15		Purchasing/Procurement	0	0	0	0	0	0	0	0	0	0	0	0	0	
16		R&D	0	0	0	0	0	0	0	0	0	0	0	0	0	
17		Sales/Business Development	0	0	0	0	0	0	0	0	0	0	0	0	0	
18		Software Development	1	0	1	0	1	0	0	0	0	0	0	1	0	0
19		Technical Support	1	0	1	0	1	0	0	0	0	0	0	1	0	0
20		Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
1				Net Promoter Segmentation 1			Is your organization primarily B2B, B2C, or B2G?			Approximately how many employees work at your organization (all locations)?						
2			Total	Detractors	Passives	Promoters	Business to business	Business to consumer	Business to government	0	1-9	10-99	100-999	1,000-9,999	10,000 or more	
38		Total	100	20%	40%	40%	30%	70%	0%	0%	10%	30%	30%	20%	10%	
39		Content marketing	40%	45%	42%	44%	37%	47%	0%	0%	50%	56%	38%	28%	56%	
40		Customer Relationship Management	60%	45%	66%	54%	63%	56%	50%	0%	30%	59%	65%	50%	67%	
41	Which, if any, of the following products or outside services does your marketing department use?	Social media analytics	60%	64%	68%	56%	44%	70%	100%	0%	50%	67%	50%	78%	89%	
42		Transcommerce software	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
43		Website development firm	60%	50%	71%	54%	52%	64%	50%	0%	60%	74%	62%	33%	67%	
44		Public relations firm	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
45		Ransomware defense firm	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
46		None of the above	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
47		Total	99	20%	40%	40%	30%	70%	0%	0%	10%	30%	30%	20%	10%	
48	What is your role in the decision to renew your PR firm?	No role	10%	23%	0%	5%	7%	6%	0%	0%	0%	0%	9%	17%	11%	
49		Provide input	40%	45%	39%	28%	30%	41%	50%	0%	10%	41%	29%	44%	67%	
50		Final decision maker	60%	32%	61%	67%	63%	53%	50%	100%	90%	59%	62%	39%	22%	

Crosstabs - PowerPoint Presentation

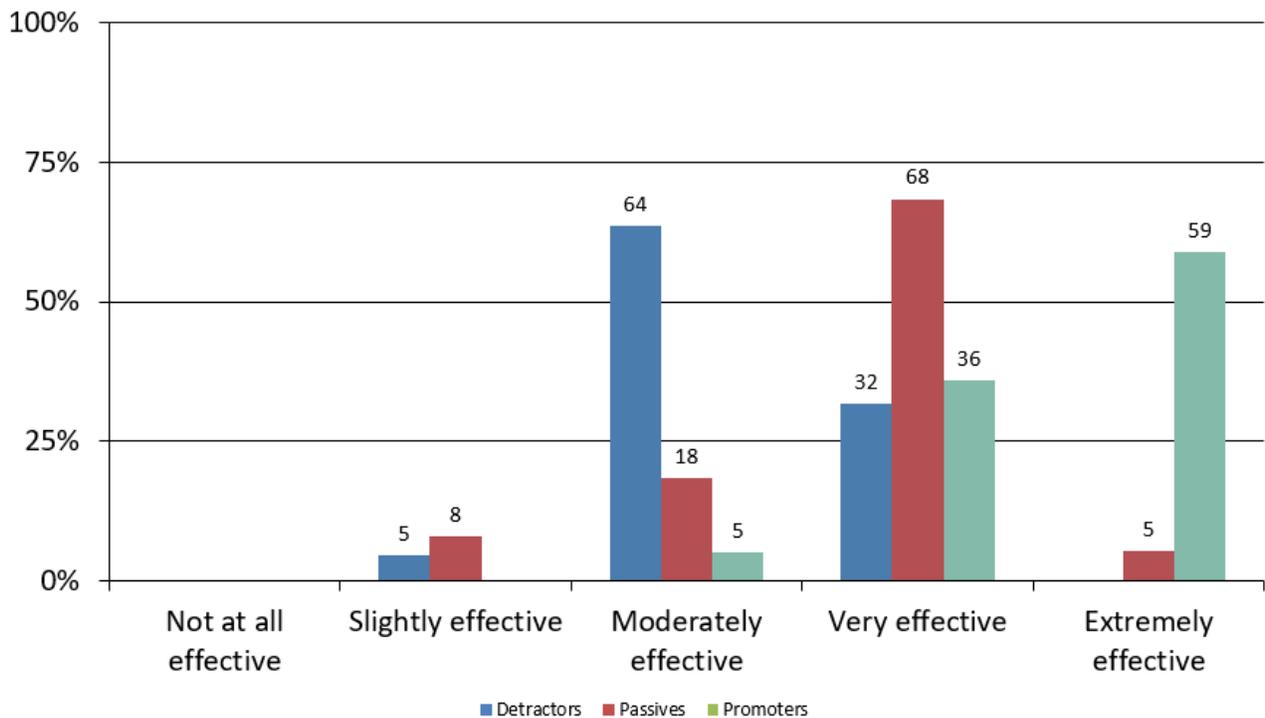
This specific PowerPoint creates graphs and pulls in tables to draw attention to every question where statistical significance testing reveals meaningful differences.

Overall, we show you the research methodology as well as the description of analysis conducted in each report for ease of use.

The report is an actual “ready to edit” PowerPoint presentation, not images or snapshots of output - you can immediately adjust inside of PowerPoint.

In this PowerPoint, we include bar graphs generated for each appropriate question type, split by key demographics or cuts of data:

Thinking about your recent interactions with your PR firm... How effective was your PR firm at meeting your needs?



Sample Size: 99 (100% of Respondents)

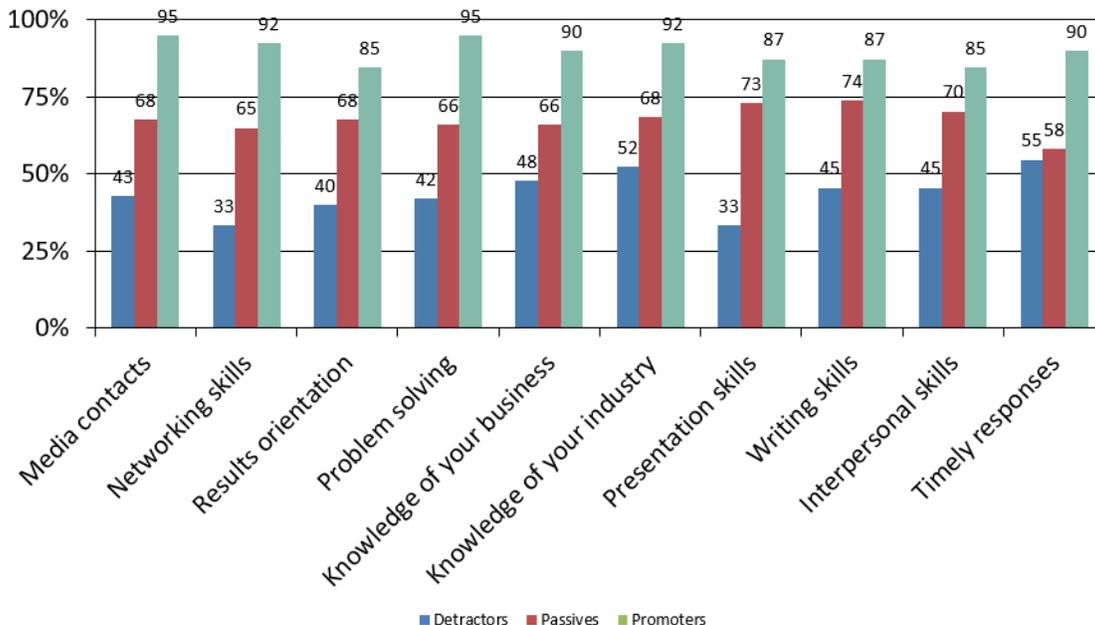
We also include tables that embed significance testing (top image) and when you have rating across multiple attributes, we generate concise visual output (bottom image):

Thinking about your recent interactions with your PR firm... How effective was your PR firm at meeting your needs?

	Net Promoter Segmentation 1			
	Total	Detractors	Passives	Promoters
	(%)	(%)	(%)	(%)
[Not at all + Slightly effective]	4	5	8	0
Not at all effective	0	0	0	0
Slightly effective	4	5	8	0
Moderately effective	23	64	18	↓ 5
Very effective	47	32	↑ 68	36
Extremely effective	25	0	↓ 5	↑ 59
[Very + Extremely effective]	73	32	74	↑ 95
Base	N=99	n=22	n=38	n=39

Sample Size: 99 (∞% of Respondents)

How satisfied are you with each of the following skills of your public relations staff?



Sample Size: 97 (∞% of Respondents)

We break down tables into both percentages and response counts. Every table includes statistical testing for the significance of differences between columns with those noteworthy differences indicated with arrows up or down.

How significant of a competitive advantage does your organization derive from using your PR firm?

	Approximately how many employees work at your organization (all locations)?						
	Total	0 employees	1-9 employees	10-99 employees	100-999 employees	1,000-9,999 employees	10,000 or more employees
	(%)	(%)	(%)	(%)	(%)	(%)	(%)
[Not at all + Slightly significant]	11	0	20	7	12	0	33
Not at all significant	1	0	0	4	0	0	0
Slightly significant	10	0	20	4	12	0	33
Moderately significant	35	100	40	41	24	33	56
Very significant	38	0	40	33	↑ 53	33	11
Extremely significant	15	0	0	19	12	33	0
[Very + Extremely significant]	54	0	40	52	65	67	11
Base	N=99	n=1	n=10	n=27	n=34	n=18	n=9

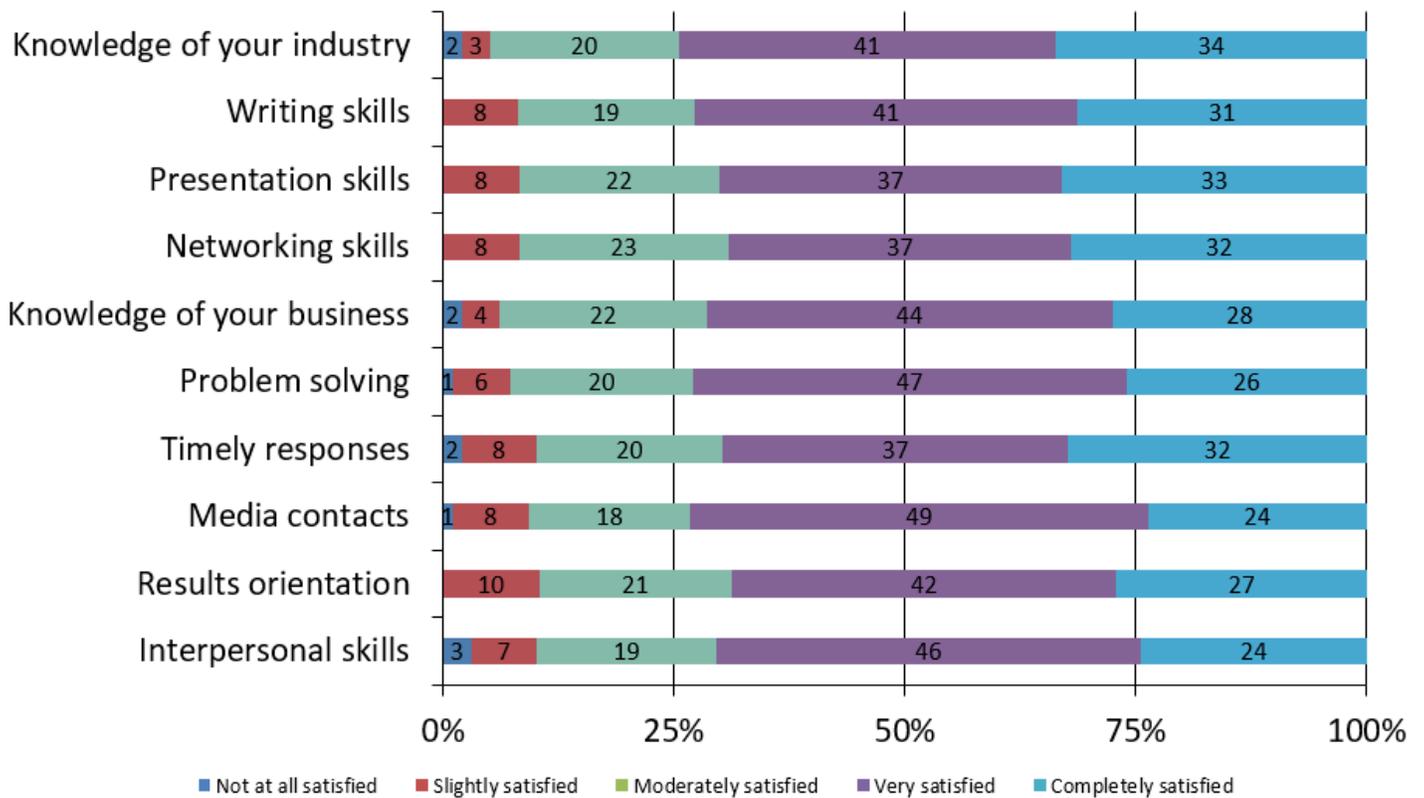
Sample Size: 99 (∞% of Respondents)

Charts - PowerPoint Presentation

This specific PowerPoint gives you a variety of graphic representations based on the question type. From generic basic pie charts and bar graphs to more unique graphs and word clouds, you get a range of understandable charts to edit and share.

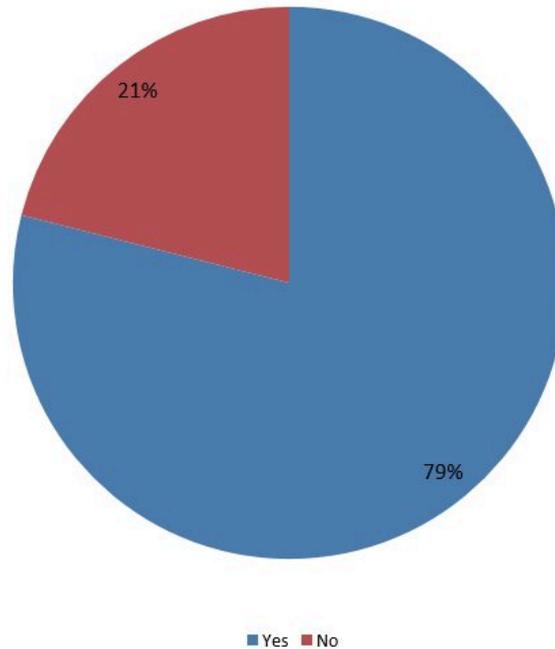
We also include text analysis coding, frequency counts and sample verbatim comments pulled from each open-ended response section.

How satisfied are you with each of the following skills of your public relations staff?



Sample Size: 99 (99% of Respondents)

Does your organization measure and evaluate your PR results?

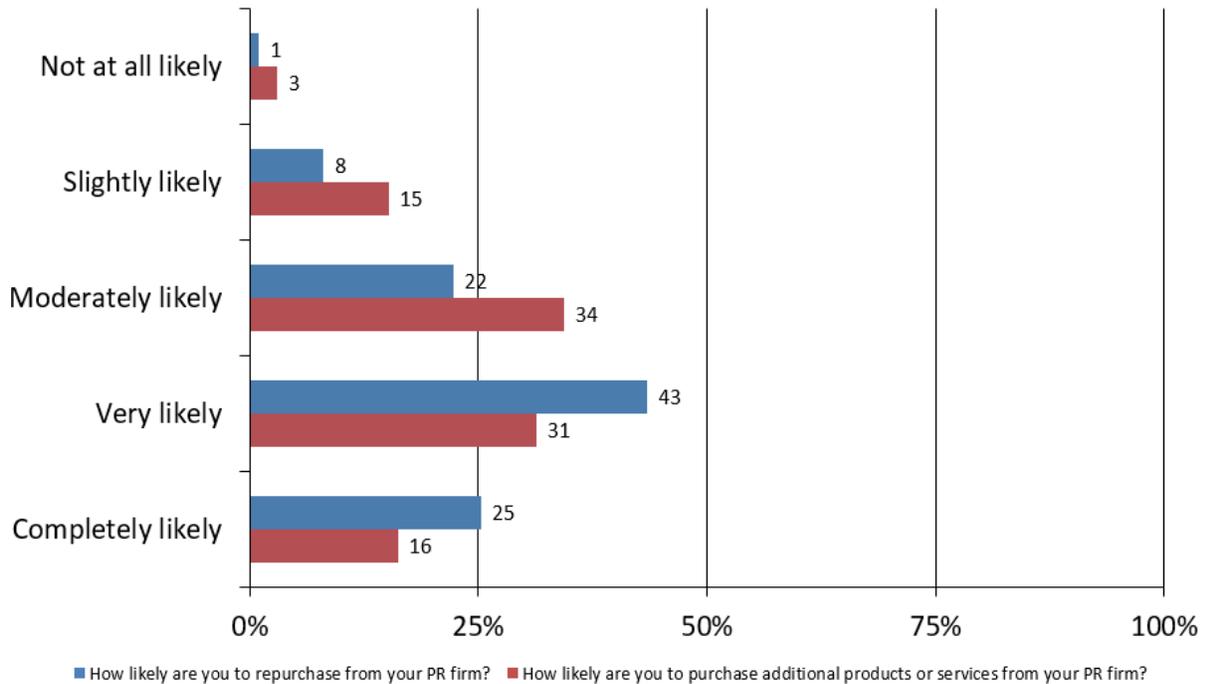


Sample Size: 95 (95% of Respondents)

Why do you say this?

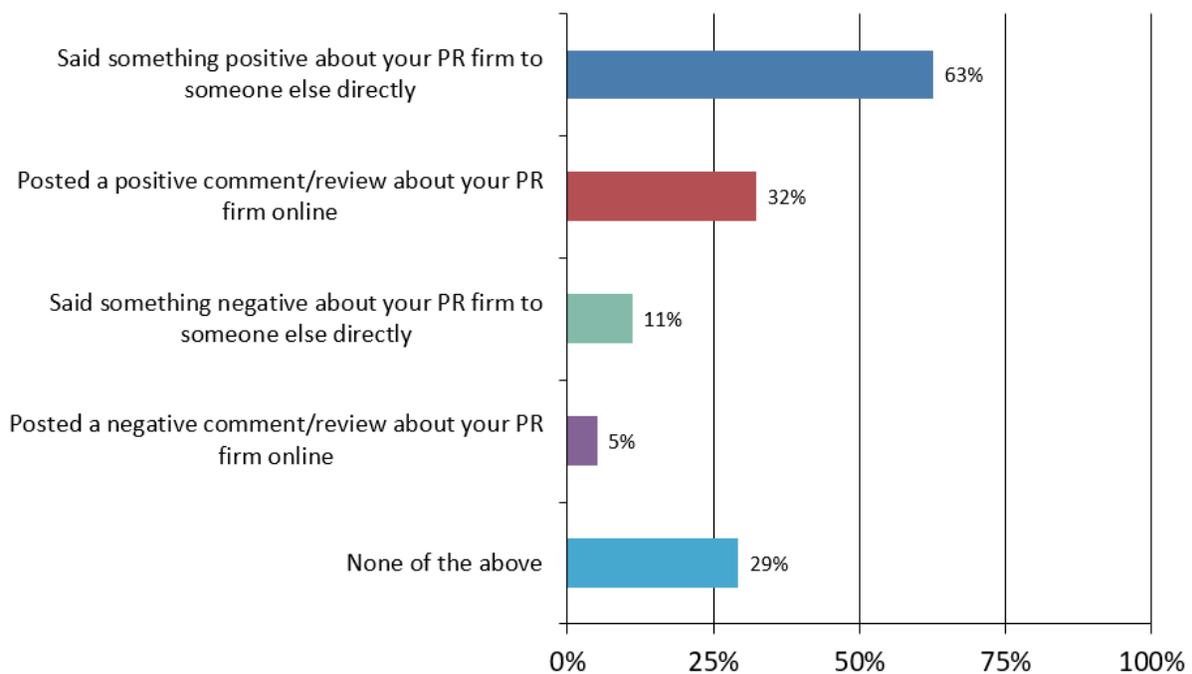


How likely are you to repurchase from your PR firm?



Sample Size: 99 (99% of Respondents)

Which, if any, of the following have you done?



Sample Size: 99 (99% of Respondents)

We also include text analysis coding, frequency counts and sample verbatim comments pulled from each open-ended response section.

Why do you say this?

Quote	Word	Frequency
"They have met all goals that we have set up for ourselves. they work with us and are able to help out in areas that are new to us or where we are struggling."	Help	11
"We are a small business and often each of us is doing multiple jobs. Evaluating PR gets pushed aside in the list of things that need accomplished."	Need	8
"I mean that at times target results are less than expected. Most target are met however the are some segments that need work."	Work	8
"I think this brand is very good appealing and bring a good services."	Good	6
"'results' are more a matter of perception (albeit positive perception/s), than specifics in terms of accurate rather than indicative measurement."	Result	5
"They help us know whether or not we're on the right track and where we need to focus our attention."	Know	5
"It tells us how much impact our PR company has on advertising our company and products and speaking on behalf of us or for us."	PR	5
"Because we have not had time to measure results."	Measure	4
"It helps us to determine where we should continue to focus our efforts."	Determine	3

Slightly helpful - Why do you say this?

Top Quotes for: Slightly helpful

"Important small detailed information is not getting posted to our potential guest."

"Their reports are hard to read."

"Short report, not a lot of detail."

"We are a small business and often each of us is doing multiple jobs. Evaluating PR gets pushed aside in the list of things that need accomplished."

"We are brand new and needed guidance."

Moderately helpful - Why do you say this?

Top Quotes for: Moderately helpful

"I haven't found a system that truly represents our results in a meaningful way."

"'Results' are more a matter of perception (albeit positive perception/s), than specifics in terms of accurate rather than indicative measurement."

"Because we have not had time to measure results."

"I mean that at times target results are less than expected. Most target are met however there are some segments that need work."

"Nothing spectacular as far as incremental effectiveness."

Very helpful - Why do you say this?

Top Quotes for: Very helpful

"It's more helpful to get more information between an individual or an organization and the public."

"It tells us how much impact our PR company has on advertising our company and products and speaking on behalf of us or for us."

"It got our business in front of more people and exposed us to a wider target base."

"My main beef is with the writing ability, or lack thereof. I want flawless diction in my presentation, and I am just not getting it, I have to redo everything *myself.*"

"They help us know whether or not we're on the right track and where we need to focus our attention."

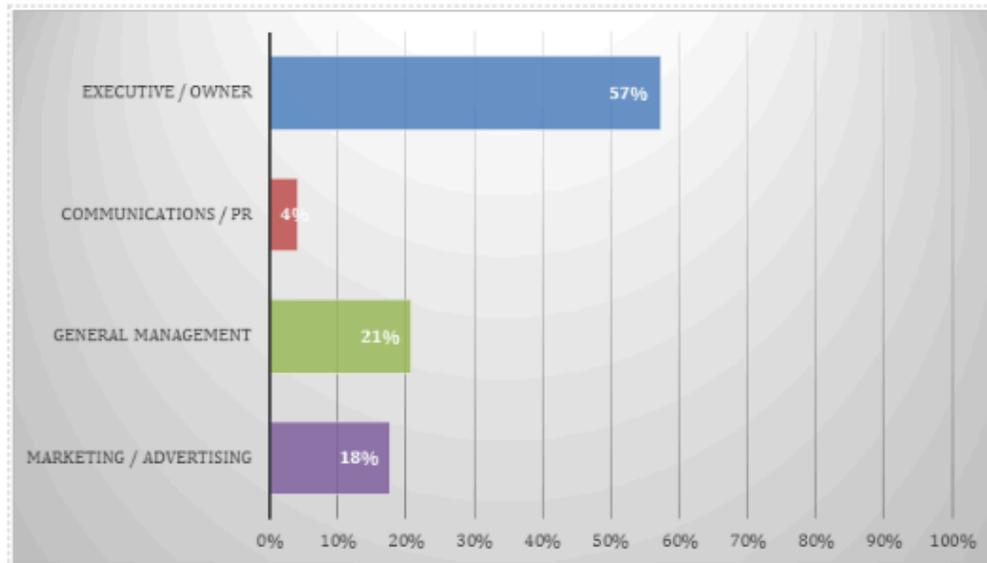
Main Report - Word Document

The main report compiles the research methodology, question by questions tables, charts, and descriptive analysis into one cohesive word document. This is a strong base topline report to deliver during a project. When preparing a final report it is a base to edit, add to and draw insights from in forming your final deliverable.

DETAILED RESULTS

The three most selected choices were "Executive / Owner" (57%), "General Management" (21%), "Marketing / Advertising" (18%).

Which best describes your department/current functional role at work?



Sample Size: 96 (96% of Respondents)

Which best describes your department/current functional role at work?

Option	Rank	Response %
Executive / Owner	1	57%
General Management	2	21%
Marketing / Advertising	3	18%
Communications / PR	4	4%

Note: Only a single option could be selected

No respondent chose "Transcommerce software", "Ransomware defense firm", "None of the above".

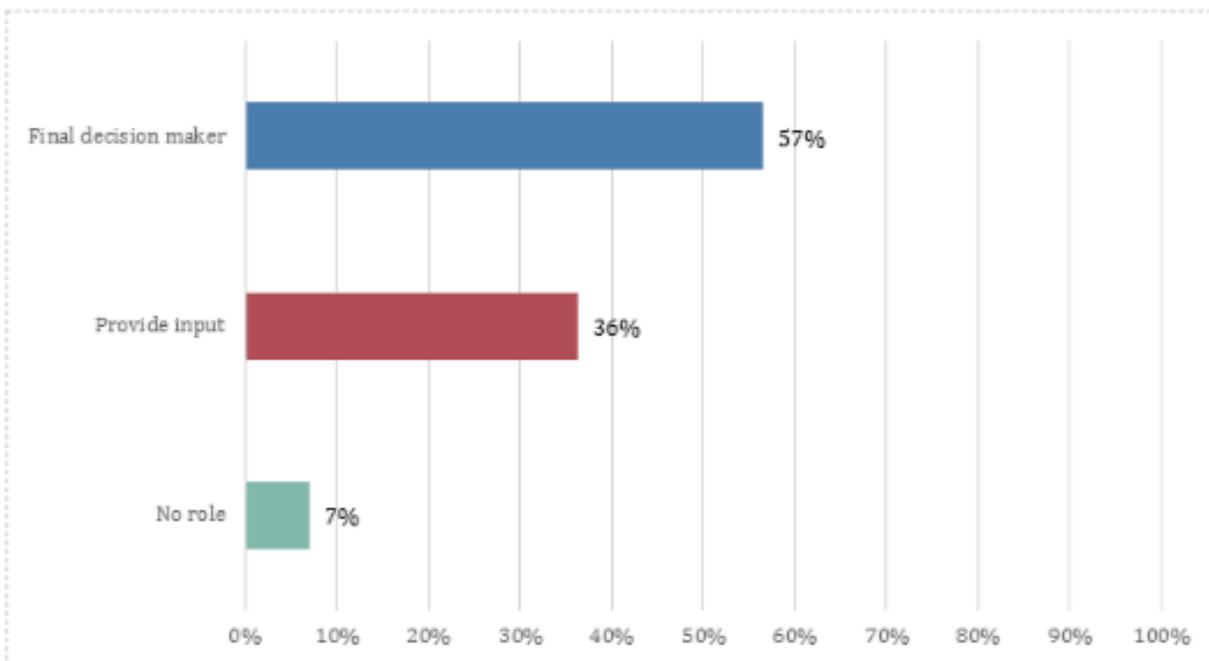
Which, if any, of the following products or outside services does your marketing department use?

Option	Rank	Response %
Public relations firm	1	99%
Social media analytics	2	62%
Website development firm	3	59%
Customer Relationship Management (CRM) software	4	57%
Content marketing	5	44%

Note: Respondents could select multiple options

The most selected choice was "Final decision maker" (57%), followed by "Provide input" (36%).

What is your role in the decision to renew your PR firm?





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About Communications for Research

Communications for Research (CFR) is an Insights Champion Ally. We specialize in managing market research logistics. The difference we make is with project management that takes ownership over the research process.

Our customers can focus on impacting their own business and customers. We execute data collection and data processing services with an in-house team of programmers, project support and over 100 recruiters and interviewers in our call centers. Our team takes a leadership role in every study we work on by understanding your research goals, learning quickly from our work together to adapt our own process to best provide service for you, and acting as trustworthy business decision makers for your research.

With over 500 market research studies performed annually, we know how to get a high quality outcome in research. Even if you have a problem you're not quite sure how to answer, we help you by knowing what it will take and suggesting a strategy that will work.

Whether the primary research study is conducted over the phone, online, by mail, or all three at once, we use the market research process, methods and technologies necessary to provide you with quality, relevant information in the most cost-effective manner – helping you make an impact in your business and with your customers.

We strive to be an extension of your team. If you consider us for being your partner on an upcoming research opportunity we will do our best to be responsive, accurate, and concise in our service proposals detailing project specifications, service responsibilities, timeline and price.