

# SP&R

SUSQUEHANNA  
POLLING AND  
RESEARCH



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**INSERT NAME AND DATE**

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## Company Background

- Full-service public opinion research firm specializing in scientific telephone polls for candidates for public office, trade associations, corporations, PR firms, governmental entities and the media.
- Main offices (and telephone call center) located at 604 N. Third Street Harrisburg, PA 17101 (across from the State Capitol)
- Management team includes 5 associates, a survey research staff of 35 survey research interviewers and a team of consultants. Full-time employees and other consultants include:
  - Jim Lee, President & CEO [[james@susquehannapolling.com](mailto:james@susquehannapolling.com)]
  - Kelly M. Lee, Office Manager
  - David Rodbart, Political Research Associate
  - Stephen Dull, Senior Associate
  - Kristin Marsh, Human Resources Manager
  - Jeff Bartlett, Business Development Consultant [[jeff@susquehannapolling.com](mailto:jeff@susquehannapolling.com)]
- Our associates have more than 50 years of combined experience in survey research and polling
- SP&R is privileged to be the official pollster and political analyst for ABC27 News (WHTM-TV) in Harrisburg, PA



## Products and Services:

- **SP&R offers the following types of survey research and polling services:**
  - **“Web-based” internet and email surveys**
  - **Telephone-based scientific surveys with voters, consumers and customers (both outbound and inbound)**
  - **Focus group research**
  - **Automated/IVR Polling (or “punch-key”) telephone technology**

## Features of the (Web/Email) Survey System include:

- **Sophisticated questionnaires including:**
  - **Closed and open-ended questions**
  - **Verbatim-style probes**
  - **Complex skip logic and question rotations**
  - **Sound and graphic image placement**
- **Professional reporting of results and executive summary**
- **Email and Hosting (Server) Capabilities**
- **Creation of Quotas to ensure representative samples**
- **Password protection features**
- **Allows surveys to be done one of two ways:**
  - **Via Email**
  - **Via Web Page**



Survey System Test 1

Insert your company logo here

Thank you for agreeing to take our survey. We appreciate your feedback. The survey should take approximately five minutes to complete. Please click "Continue" to begin.

Progress  12%

Continue

Progress bar with percent complete

Do you think things in your area are going in the right direction or have things gotten on the wrong track?

- Right direction
- Wrong track
- Undecided

Progress  50%

[Back](#)

What is the single most important problem facing your area today? (Type response below)

I think taxes are too high.

Open-ended  
"verbatim"  
response

Progress  62%

[Back](#)

Please select your age:

- Select One -
- Select One -
- 18-29 years old
- 30-44 years old
- 45-59 years old
- 60+ years old
- Refuse

Drop down box

Progress 75%

[Back](#)

Do you think things in your area are going in the right direction or do you think things have gotten on the wrong track?

- Right direction
- Wrong track
- Undecided

Please tell us in the box below what you like best about your ACME representative. (Type response below)

Please select your age...

- Select One -

Progress  100%

[Back](#)

How much do you agree or disagree with each of the following descriptions about your ACME representative?

	Level of Agreement				
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Is courteous and helpful	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Returns my calls promptly	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understands my needs	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Keeps me informed of new product lines	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Knows industry standards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Progress  88%

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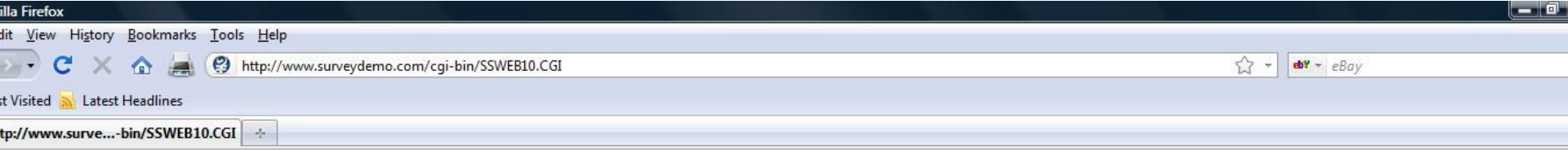
Graphics and picture capabilities



The following questions deal with the above picture. Please briefly study the picture and when you are ready to continue, click "Continue."

Progress  25%

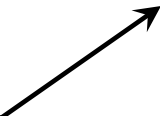
Continue



Thank you very much for completing our survey. We appreciate your input. Please click the link below to return to our home page.

[Susquehanna Polling Homepage](#)

Direct  
respondents to  
client's home  
page (or other)



# Favorable Opinion of ACME Industries, Themes...

## Quality Products

- *"I purchased their products and found them to be very high quality."*  
Gender: Male. Age: 55-64. Area: Lancaster.
- *"I have had my ACME product for over 10 years and it still works great. They really know how to make a good product."*  
Gender: Female. Age: 45-54. Area: Cumberland.
- *"I know when I buy from them that I am going to get a product that will last a long time. It won't break in 10 days."*  
Gender: Male. Age: 35-44. Area: Dauphin.
- *"I used to buy from another company, but their products were poorly designed compared to ACME."*  
Gender: Male. Age: 45-54. Area: Lebanon.
- *"Great quality."*  
Gender: Male. Age: 55-64. Area: Lehigh.

## Friendly Customer Service

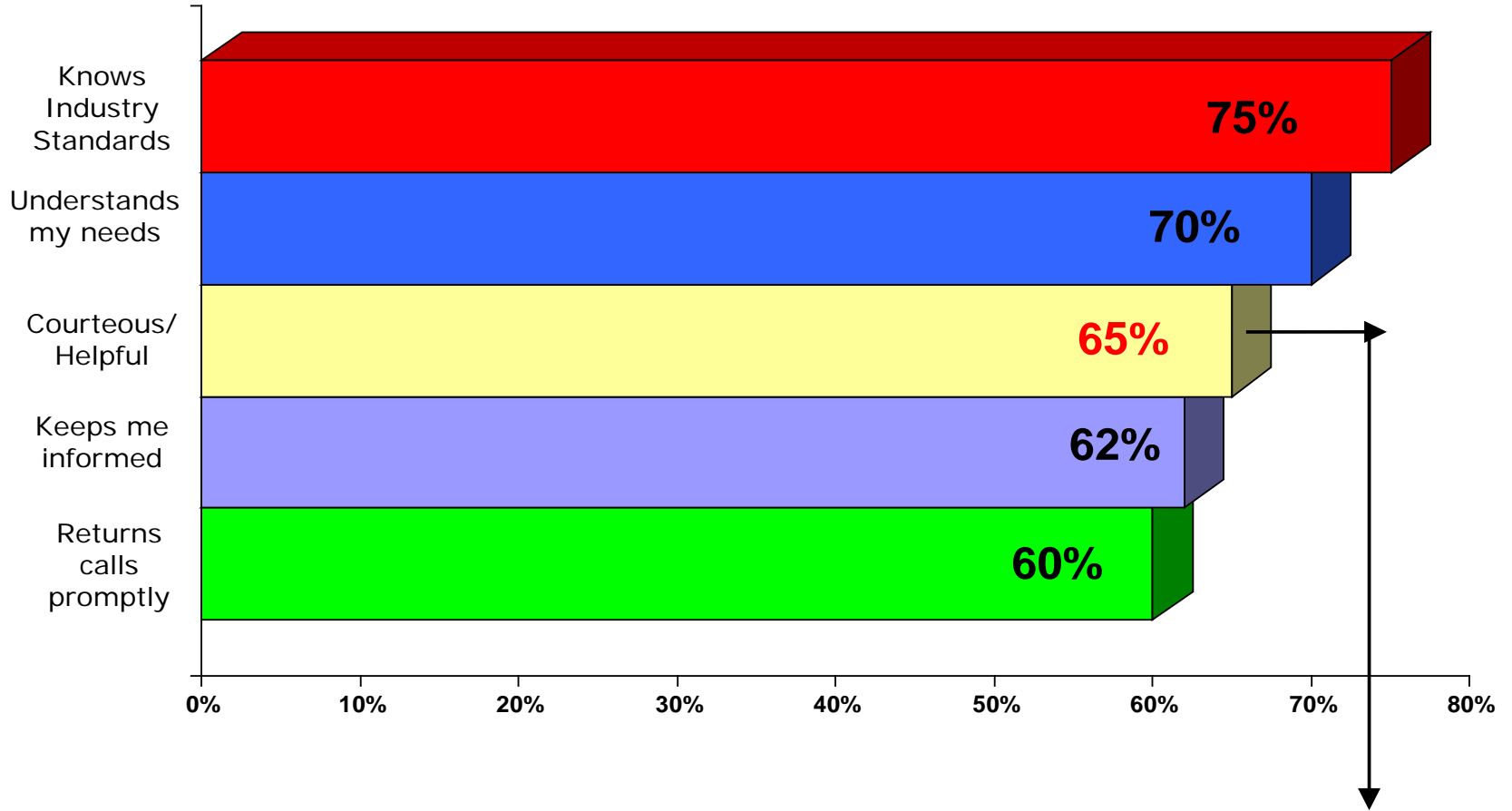
- *"When I had a problem with my ACME product I called the customer service line and they made it right."*  
Gender: Female. Age: 35-44. Area: Cumberland.
- *"The salesman we talked to was very polite, not pushy. We don't like the hard-sell approach."*  
Gender: Male. Age: 35-44. Area: Cumberland.
- *"Our ACME salesperson really knew the products. He took the time to answer all of our questions."*  
Gender: Male. Age: 55-64. Area: Lebanon.
- *"When I call with a question, they give me an answer. If they can't give me an answer on the spot, they get back to me quickly."*  
Gender: Female. Age: 55-64. Area: Lancaster.
- *"The customer service reps are always eager to help."*  
Gender: Female. Age: 18-34. Area: Cumberland.

## *Most Feel ACME Representatives are Doing a Good Job in All Areas*

<u>Topic</u>	<u>Agree</u>	<u>Disagree</u>	<u>Undecided</u>
Knows industry standards	75%	12%	13%
Understands my needs	70%	15%	15%
Is courteous and helpful	65%	20%	15%
Keeps me informed	62%	18%	20%
Returns calls promptly	60%	22%	18%

# *Most Feel ACME Representatives are Doing a Good Job in All Areas*

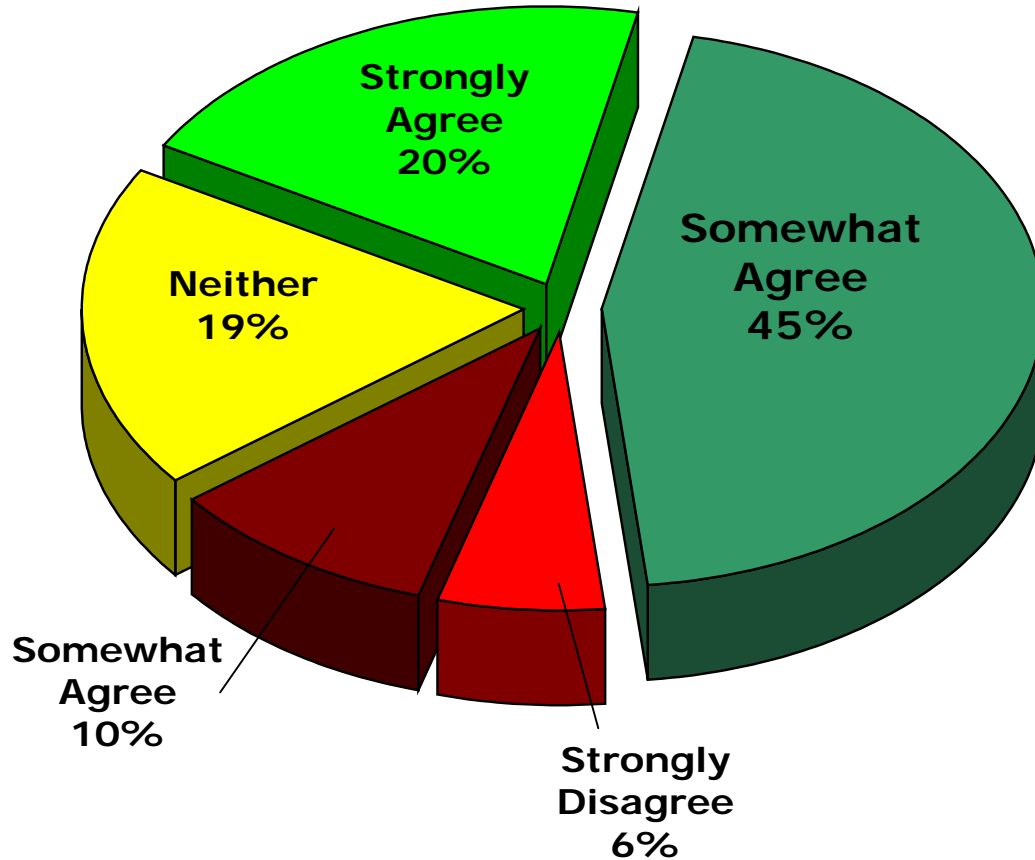
## Total level of AGREEMENT regarding ACME Representatives



...The percent who feel ACME Rep is courteous/helpful is up 10% from 2010

# Most Feel ACME Representatives are Doing a Good Job in All Areas

Q28. Agree/Disagree: ACME Representative is courteous and helpful?



Total Agree: 65%  
Total Disagree: 16%



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**THANK YOU FOR YOUR TIME AND ATTENTION!**

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