

2.11 Report Preparation and Presentation

The same degree of professionalism demonstrated in the data collection and analysis will be found in the preparation of all presentation materials and reports. Our analytical capabilities in combination with state of the art computer facilities means that all results will be displayed in a professional and attractive format (including, where appropriate, 3-D color charts). Such displays also ensure that the key findings of the survey are immediately understandable, hence maximizing the utility of the information collected through the survey. All presentation materials and reports will be developed by the senior project director who will conduct the investigation. It is fully recognized that the results must be presented in such a way that the findings are not obscured in the technical rhetoric endemic to research.

At the same time, it is important to fully document any method or statistical technique for the benefit of future researchers or methodologically inclined readers. Thus, technical information and detailed tabulations (with appropriate significance tests) are provided in a series of appendices. In recognition of the reading load imposed upon management, each report will contain a brief executive summary highlighting the key findings. This ensures the utility and readability of the report for all levels of management and will permit the reader the option to delve into the details of the reports as interest dictates.