

Survey Results

Evaluation of Cynthia Edwards, Freelance Writer

The results of your survey are displayed below. If your survey includes text responses, click the "View" button to read individual results. As a reminder, survey results are maintained for a period of 10 days after launch.

To increase your storage time become a zPro Member. **ZPRO**
 Or for a fee you may do the following on a survey-by-survey basis: Extend the expiration date; Increase the number of completes viewable on screen; Request a download of your results. Contact customerservice@zoomerang.com for more information.

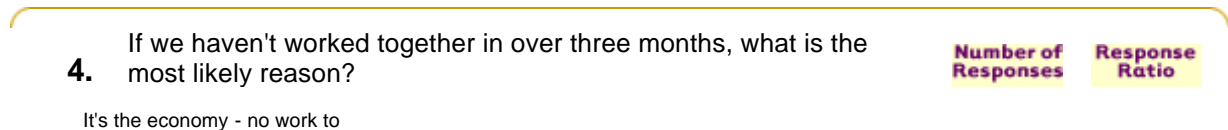
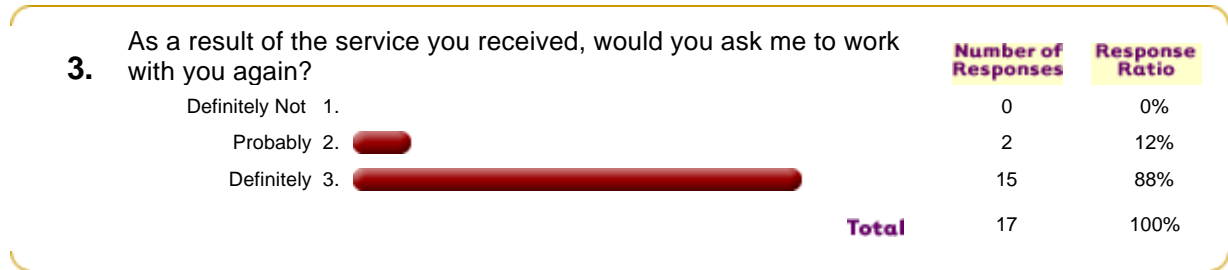
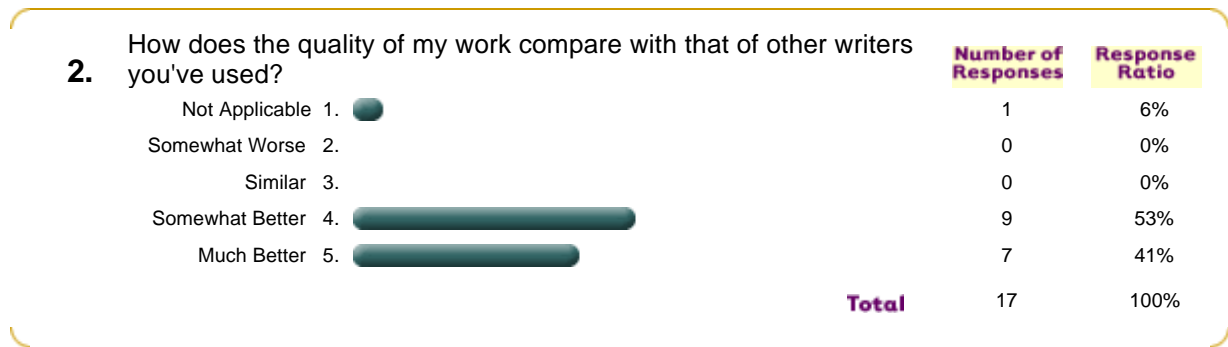
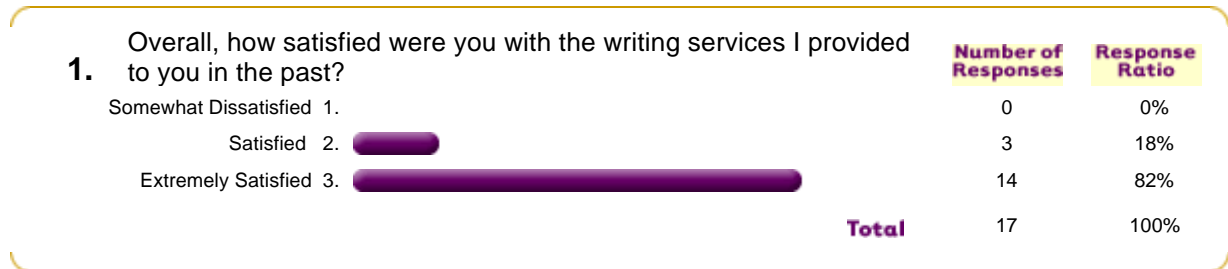
Zoomerang is not responsible for the answers submitted to any survey or for the results generated by survey responses. Zoomerang does not make any representations regarding the use of the results. Zoomerang makes no warranty that the survey, survey responses, survey results, and data or presentations of any or all surveys will meet with your requirements or that they are correct, reliable or accurate.


Zoomerang members using the free service can view reporting on a maximum of 50 responses per survey. To view reporting on more than 50 responses, [click here](#)

INDIVIDUAL RESPONSES

Launch Date: 4/16/02
 Close Date: 4/27/02
 Total Invitations: 37
 Total Respondents: 17

- Cross Tabulate** **ZPRO**
Cross-reference two different responses
- Results via Email** **ZPRO**
Receive results in spreadsheet format
- See Who's Responded**
See who has and hasn't responded to your survey



outsources		0	0%
It's the budget - can't pay for contract help		3	23%
It's the timing - between projects right now		3	23%
It's the staffing level - hired someone internally		0	0%
It's a new position - you changed jobs		3	23%
It's me - you prefer to work with another writer		0	0%
 Other, Please Specify		4	31%
Total		13	100%

5. Please rate the importance of the following attributes when working with or selecting writers. Great writing skills are assumed!

Percentage indicates total respondent ratio and parenthesis indicate actual number.

	1 Unimportant	2 Nice to Have	3 Vital	N/A
1. Creative	0% (0)	29% (5)	71% (12)	0% (0)
2. Has Industry Experience	0% (0)	59% (10)	41% (7)	0% (0)
3. Professional Attitude	0% (0)	0% (0)	100% (17)	0% (0)
4. Generates Ideas	0% (0)	24% (4)	76% (13)	0% (0)
5. Meets Deadlines	0% (0)	6% (1)	94% (16)	0% (0)
6. Can Handle Multiple Projects	0% (0)	53% (9)	47% (8)	0% (0)
7. Accurate	0% (0)	18% (3)	76% (13)	0% (0)
8. Organized	0% (0)	35% (6)	65% (11)	0% (0)
9. Versatile	0% (0)	35% (6)	65% (11)	0% (0)


6. Please rate MY SKILLS on the same attributes, as you have experienced them.

Percentage indicates total respondent ratio and parenthesis indicate actual number.






	1 Poor	2 Fair	3 Good	4 Excellent	N/A
1. Creative	0% (0)	0% (0)	41% (7)	59% (10)	0% (0)
2. Has Industry Experience	0% (0)	12% (2)	35% (6)	35% (6)	18% (3)
3. Professional Attitude	0% (0)	0% (0)	6% (1)	94% (16)	0% (0)
4. Generates Ideas	0% (0)	0% (0)	41% (7)	59% (10)	0% (0)
5. Meets Deadlines	0% (0)	0% (0)	6% (1)	94% (16)	0% (0)
6. Can Handle Multiple Projects	0% (0)	6% (1)	35% (6)	47% (8)	12% (2)
7. Accurate	0% (0)	0% (0)	35% (6)	65% (11)	0% (0)

8. Organized	0% (0)	0% (0)	24% (4)	76% (13)	0% (0)
9. Versatile	0% (0)	0% (0)	47% (8)	53% (9)	0% (0)























7. Have you ever recommended my services to others? (If the answer is yes, THANK YOU!)

	Number of Responses	Response Ratio
Yes 	13	76%
No 	4	24%
Total	17	100%

8. What do you consider a fair hourly charge for freelance writing services in your industry?

	Number of Responses	Response Ratio
\$50 - \$75 	1	8%
\$76 - \$100 	5	38%
\$101 - \$125 	4	31%
\$126 - \$150 	2	15%
\$151 - and up 	1	8%
Total	13	100%

9. I write for many industries and audiences. Please check all the types of communications you DIDN'T KNOW I can do!

	Number of Responses	Response Ratio
Annual reports 	6	35%
Computer-based training 	10	59%
Customer success stories	0	0%
Direct response 	1	6%
Employee communications 	1	6%
Executive speeches 	1	6%
Flash sequences 	8	47%
Help text 	3	18%
How-to articles 	4	24%
Human interest pieces 	3	18%
Humor 	9	53%
Interactive promotions (CD-ROM) 	4	24%
Interviews 	2	12%
Intranet content 	1	6%
Magazine articles 	3	18%
Marketing brochures	0	0%
Media releases 	1	6%
Newsletters	0	0%
Op-ed pieces 	2	12%
Presentations 	3	18%
Print ads 	4	24%
Proposals 	3	18%
Radio commercials 	9	53%
Satisfaction surveys 	7	41%
TV commercials 	9	53%

TV shows		10	59%
User manuals		4	24%
Video scripts		4	24%
Web content		1	6%
White papers		2	12%

10. THANK YOU for your time and honesty. Feel free to add any comments you wish and submit the survey now.

 7 Responses

General questions or comments? [Click Here](#) to contact us.

Copyright ©1999-2002 [MarketTools, Inc.](#) All Rights Reserved.
No portion of this site may be copied without the express written consent of MarketTools, Inc. [Trademark Notice](#)