

“No” Report

Terms of Reference

A summary report has been requested, analyzing the full spectrum of information to make a recommendation for approval or rejection.

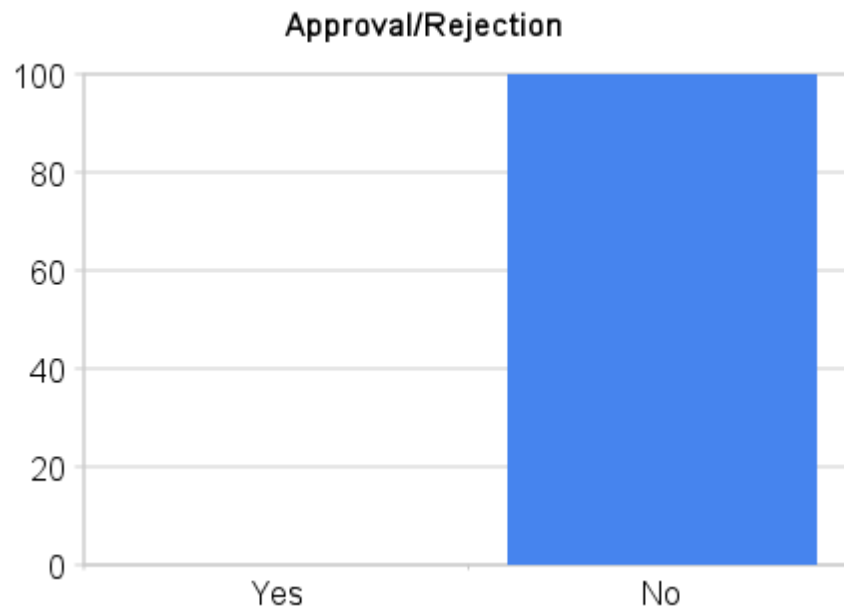
Procedure

A representative selection of 15% of all customers were interviewed in the period between April 1st and April 15th concerning:

1. Likelihood to approve
2. Likelihood to reject approval
3. Suggestions for outcome of approval metrics

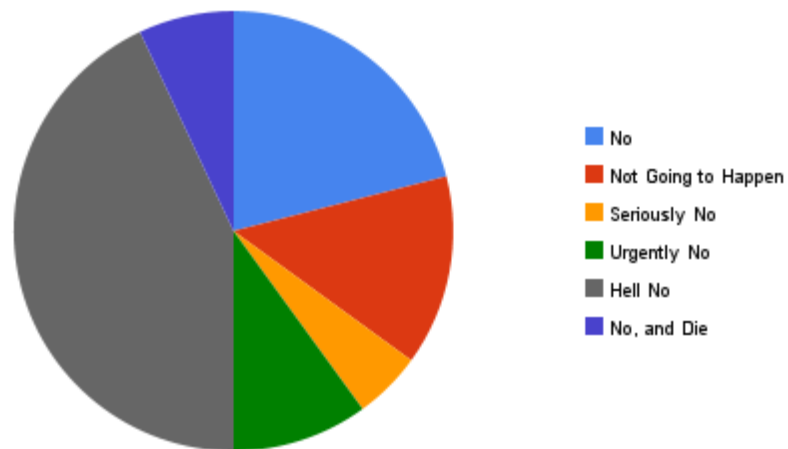
Findings

We had a very high turnout of respondents, with 100% answering “no” and 0% answering “yes”.



When asked to specify their rejection respondents said “Hell No” 43%, “No” 21%, “Not Going to Happen” 14%, “Urgently No” 10%, “No, and Die” 7%, and “Seriously No” 5% of the time.

Types of Rejections



Worth noting: Surveyors received 3 actual death threats. Individuals claimed that they felt this strongly “no”.

Gender Breakdown:

- Male - Yes: 0%
- Male - No: 100%
- Female - Yes: 0%
- Female - No: 100%

Age Breakdown:

- 0-1 - Yes: 0%
- 0-1 - No: 100%
- 2-72 - Yes: 0%
- 2-72 - No: 100%
- 73+ - Yes: 0%
- 73+ - No: 27%
- 73+ - Hell No: 73%

When different ethnicities responded to our questionnaire we received the following answers:

- English: No
- Spanish: No
- Czech: Ne
- Chinese: 沒有
- Russian: Нет
- Vietnamese: Không
- Icelandic: Nei
- Slovenian: Št

Conclusions

1. Never ask a man lifting extremely large dumbbells at Venice Beach, whether he approves or rejects these options.
2. Elder, sweet, kind women turned violent and cursed the options.
3. With a degree of certainty within $\pm 3\%$ respondents felt “no” was the clear option

Recommendations

1. Generate a similar report quarterly to discover any pattern of change from the current 100% response of “no”.
2. Budget large allocations of money to create an entire product based off of Senior Executive whims rather than the actual findings of this report that seem to overwhelmingly reject the proposition.
3. Consider rephrasing the survey question: “If your mother’s arms fell off while beating her dog senseless would you consider sleeping with her on video for \$1 million?”