



QuickQuerySM

Answers to frequently asked questions

What is QuickQuery?

QuickQuery is an online omnibus service that lets you ask questions and get projectable answers from 2,000 respondents nationwide.

How quickly do I get results?

Two working days.

How often do QuickQuery surveys field?

Typically, 2-3 surveys are fielded a week. At a minimum, one QuickQuery survey will field each week.

How many questions may I ask in a single survey?

Up to 30.

Is there a minimum number of questions I must ask?

No. If you'd like, you can ask a single question.

What are some examples of how I might use QuickQuery?

- Incidence testing
- Evaluating purchase intent
- Label testing
- Concept screening
- Naming tests
- Attitude and usage studies
- Tracking studies
- Public opinion issues (e.g., healthcare, celebrities)
- Evaluating new product ideas
- And much, much more...

Can you help me design and write my study?

Yes. We'll give you initial, general recommendations once we've seen your questions and discussed your objectives. Once you've decided to move forward, we'll consult with you and make more formal recommendations on the overall design

of your survey and for individual questions.

Do the surveys themselves have full functionality?

Yes. We can do complex skip patterns, randomization, grids, scales, multi-punch and single-punch formats, etc. We can also show still graphics, and use HTML for design layout and to add emphasis.

Can I ask open-ended questions?

Yes. Receive responses "verbatim" in Microsoft® Excel, and/or have the questions coded. However, coding adds to cost and turn-around time.

How do I receive my results?

The standard deliverable for QuickQuery is an easy-to-read set of cross tabs, in Microsoft® Word format, with answers to your questions among the total population and across 42 standard demographic banner points.

- One question per page
- Responses down the side
- Demographic banner points (column headings) across the top

How is the standard demographic banner broken out?

- Region
- Annual Household Income
- Age Within Gender
- Household Size
- Marital Status
- Age and Presence of Children
- Education
- Employment Status

Can I include customized banners?

Yes, for an additional cost.



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What other deliverables are available?

- Data files (e.g., SPSS, ASCII, Microsoft® Excel) are available, for an additional cost, and require extra time to produce
- Analysis is also available, for an additional cost. Analysis also requires extra time to produce

How are results delivered?

Data tables, data files and analyses (as required) are typically delivered via email.

How much does QuickQuery cost?

QuickQuery is priced on a per-question basis, and different types of questions cost different amounts:

- \$1,100 per simple question (e.g., scale, pick-list)
- \$1,600+ for grid-type questions
- \$100 each for custom banner points
- \$1 per response for coding

Where does QuickQuery sample come from?

We use Harris Interactive's multimillion-member online panel.

How is QuickQuery sample constructed?

The outgoing sample is stratified by age, gender and region.

Are the results representative?

Yes, the sample is representative of the U.S. adult population. Results can be weighted to the U.S. general adult population or the U.S. online adult population – whichever is appropriate for a given survey.

Why do you offer such a large sample size when other omnibus services usually provide only 1,000 respondents?

- Twice the sample provides better reporting for lower incidence target populations
- Larger sample better enables clients to segment data

Can I use QuickQuery to survey smaller groups within the overall population?

In many cases, yes. QuickQuery provides a nationally-representative sample of 2000 adults. If you wanted to survey just men or just women, you'd get about 1000 relevant responses. A nationally-distributed population segment that makes up 15% of U.S. adults would get you 300 respondents.

Can I use QuickQuery for market-level intelligence (e.g., New York, Chicago or L.A.)?

Not usually. QuickQuery is a national sample, and while some regionalization may be possible, it is not well-suited for narrowly defined populations that make up less than 15% of the total U.S. population.

How do I begin the process of using QuickQuery?

- Notify us of your interest and timing needs (by email, or by phone)
- Send us a rough draft of your questions and your objectives
- We'll quote a price and provide general recommendations

What are the steps involved if I want to move ahead with the study?

- Contact us to let us know and we'll send you a one-page contract that can be signed and faxed back
- We'll consult with you on your survey and make formal recommendations
- We'll field the study upon receiving your approval

Who can I speak to about QuickQuery?

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