

Universal has conducted millions of telephone and web surveys from New York to California, London to Tokyo, and Moscow to Capetown. From years of extensive survey experience, we have developed methodologies to reach consumers and business professionals around the globe.

We operate 24/7 using single and multi-mode data collection methodologies to achieve proper sampling and the greatest reach worldwide.

In-Language

From our NYC locations, our multi-cultured staff of over 1000 programmers, translators supervisors, monitors and interviewers are here to administer surveys worldwide.

Cantonese	Greek	Japanese	Portuguese	Urdu
Czech	Hebrew	Korean	Russian	Vietnamese
Danish	Hindi	Mandarin	Spanish	
French	Hmong	Norwegian	Swedish	
German	Italian	Polish	Tagalog	

In addition, we maintain relationships with many language schools and centers. Through these partnerships, we can provide interviewing in an unlimited number of additional languages.

Data Collection Methodologies

Telephone: 500 web enabled, CATI equipped stations with automatic dialers

Mail: Diaries, mail surveys

Fax: Fax surveys, fax concepts using electronic fax tools

Email/Web: Email, web/online surveys

Multi-mode: Capable of reaching and interviewing respondents using multiple methodologies simultaneously.

For example, a multi-mode technique that maximizes reach, participation, and cooperation

- 1) Phone, fax, and email to recruit respondents to a telephone and/or web survey
- 2) Each piece of sample is assigned an easy-to-remember ID and password (ie, respondent's phone number)
- 3) Easy-to-remember web address, ID and password provided to respondent
- 4) Respondent can log on to website or call Universal to complete survey, or Universal can call respondent to complete survey
- 5) Universal's staff available via world-wide toll free numbers for assistance

How we find respondents

We have established partnerships with telephone and web panel sample providers for US and global coverage.

Who and Where

We regularly administer in-language surveys among consumers, business professionals, healthcare specialists

In the United States, Puerto Rico, Mexico and Canada
European Big 5 (UK, France, Germany, Spain, Italy)
Scandinavia and other Western European Countries
Central/South America
Eastern Europe (Czech Republic, Hungary, Poland, Russia)

In addition, Universal has conducted in-language surveys in parts of Asia, Australia, Africa and the Middle East.

Sample of Market Research Companies for Whom We've Conducted In-Language Surveys

Added Value	Edison Media Research	Marketing Metrics
Abt Associates	GfK	Mitofsky International
Brown Yardley	Icon Brand Navigation	Rose Research
Blum and Weprin	ICR	Synovate
Cheskin	LHK Partners	Synovate Healthcare
Diagnostic Research	Lieberman Research	The Wats Room

Sample of Categories

Auto – Acura, Bentley Motors, Honda
Banking, Finance and Credit Cards – American Express, Bank of America, GE Finance, Visa
Business Services – Dupont, General Electric, Siemens, Tyco
Consumer Products – Coca Cola, Circuit City, Dupont, General Electric
Education – Columbia University, LA Unified School District, NYC Dept of Education

Food – California Walnut Commission, Ethnic Vegetables, Subway Stores
Media – Dallas Morning News, NY1, NY Times, NY Daily News, Newsday, MRI
Pharmaceutical – Eli Lilly, Johnson and Johnson, Pfizer, Schering Plough
Political Polling – Voter Exit and Absentee Polling
Professional Services – General Electric, PriceWaterhouseCoopers

Technology – Microsoft, UFT United Technologies
Telecom – AT&T
Transportation – NYC Transit, Long Island Rail Road, Metro North Rail Road
Travel and Leisure – Alamo/National Car Rental, American Airlines, Delta, Starwood Hotels and Resorts
Utilities – Southern California Gas Company, San Diego Gas and Electric

Plus, a Weekly Spanish Omnibus