



## Live Time Access

- Live-time stream is fed from dozens of sources, provides variety and quality online respondents.
- With over 50,000 global respondents daily for surveys, many low incidence studies become feasible.
- Optimization selection algorithm removes bias during the survey allocation process.
- Respondents are routed to participate when they pass screening criteria.

## Proprietary Panels

### Financial/ Insurance

High Net Worth Individuals  
Investors  
Brokers  
Agents  
Executives

### Technology

IT Execs  
Programmers  
Gamers  
Cell/ Internet Usage

### Business to Business

Human Resources  
Purchasing Agents  
Accounting/ Finance  
...by title/ industry/ occupation/  
company size/ department

### Healthcare Professionals

General & Specialty Physicians/Nurses  
Pharmacists  
Oral Care  
Animal Care  
Managed Care, Hospital Executives/Personnel

### Patients/ Sufferers/ Caregivers

Allergies  
Cardiovascular  
Neurological Disorders  
Vision  
Gender Specific Issues

### General Populations

Age, gender  
Education, income  
Geography/ Residence  
Interest/ Lifestyle (*auto, travel*)  
Voters (*party affiliation*)

## Quality Control

- Examine GeoIP address
- Detect proxy servers
- Digital fingerprinting
- Use of unique survey links
- Validate physical address using third party databases and by phone
- Blurry Box
- Data consistency checks: time tests, straight-lining, zig-zaggers
- Quality responses to open-ended questions
- Incentive management verification

## About Universal

- **Established:** since 1997
- **Flexible:** online (web), offline (telephone), and integrated multi-mode interviewing
- **Independent:** Large and privately held
- **Proven:** Serving 35+ / Honomichl 50 companies
- **Facts and Figures**
  - > 50+ full-time staff members, 20 programmers, 1000 part-time interviewers
  - > 50,000 real time survey respondents daily
  - > 2.5MM online panelists
  - > 500 CATI stations

## Programming, Field Reporting and Data Delivery

- SPSS, Conformat, CfMC, Sawtooth, ARCS and proprietary solutions
- Real time access to results
- Top-line summary with response frequencies and bar charts
- Data in tabular and graphical formats
- Data files in SPSS, Word, Excel, Access, Power Point, and ASCII
- Secure Online Portals

## Telephone and Sampling

500 web CATI dialer enabled stations in the heart of New York City, the multicultural and business capital of the world.

New York's large and diverse population gives us the unique ability to interview respondents in dozen of languages, and effectively and quickly reach minorities and other highly targeted respondents.

- Landline RDD or Targeted Lists
- Specialized Business to Business Samples
- Cell Phones
- Address Based Samples

## Project Management

Staff hails from full-service, technology, online panel, and traditional data collection companies with expertise in all research methodologies.

A dedicated team:

- **Account Director:** Your research partner to understand needs and provide guidance and support
- **Client Service Manager:** Implements projects
- **Field Manager:** Oversees service, quality and timely delivery of projects

## Respondent Management

- Real time reporting control/ tools to deliver projects from single or multi-source
- Automated respondent processing with sample allocation, timing & participation rules set in advance
- Blending live-time sample and our panel with other sources, without data duplication
- Relevant ID as well as proprietary tracking and matching algorithms to monitor respondents from multiple sources
- Managing low incidence studies where we can prescreen, in the *spur-of-the-moment* from the general internet population
- Tracking studies replicate the sample mix of each wave

### Panelist Experience

- Monitor volume of surveys minimizing respondent fatigue
- Provide respondents with their own member page
- Continually update the look and feel of member websites, survey invitations and forms to keep respondents engaged
- Reminder emails sent six times per year, encouraging updating of profile