

Public Opinion & Social Research

Understanding the public's attitudes toward political, social, and economic issues has a major impact on government and corporate policies. Universal Survey has a long history of working with clients who track the pulse of the nation and provide information to state and local governments, foundations, and the media.

We have interviewed millions of citizens, stakeholders, employees and voters. Our flexibility, speed and diverse labor pool are reasons why Universal works with the exclusive providers of the National Election Exit Polls to collect real time polling data on US elections. The data is used by major US television news networks and the Associated Press to forecast the results of Congressional, Senate, and even Presidential elections, and is used in their election news broadcast coverage on election nights.

Universal works with companies whose expertise includes:

- Public Opinion and Social Research
- National, State and Local Government
- Local and national issues
- Election Polling
- Regulatory Policies
- Economic and Tax Research
- Military and Veteran Concerns
- Education
- Healthcare, Long Term Care and Social Security



Respondent Access/Sample

We maintain 500 webCATI 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 dozens of languages, and effectively and quickly reach minorities and other highly targeted respondents.

- Landline Targeted Lists, including Voter Lists
- Address Based Samples
- Cell phone Samples
- Opinionsite Panel



Project Management

A dedicated team of Universal Survey professionals works directly with you to understand and execute the requirements of your project. This team approach provides you with undivided and personalized attention.

Our teams are championed by Account Directors who are your research partners. Their role is to understand your needs and provide you with the right guidance and support.

Dedicated Client Service Managers are responsible for the implementation of your project. They ensure you have the critical information required to help manage your project.

Talented Field Project Managers oversee service, quality & timely delivery of your project.

Data Collection (CATI, WEB, Multimode)

- A large, highly experienced telephone Interviewing field staff
- State-of-the-art CATI call centers with over 500 web enabled dialer stations
- Extensive experience with longitudinal and tracking studies
- Proven capability to access diverse and hard-to-reach respondents
- Superior interviewer training tailored to meet individual client needs
- Convergence tools providing respondents the unique ability to take surveys the way they want to, including cell phones, handhelds, integrated dialers and web platforms

Multicultural Interviewing

- Ability to conduct surveys in over 50 languages
- Translations and transcriptions by foreign born nationals

Arabic	Korean
Cantonese	Mandarin
Czech	Norwegian
Danish	Polish
French (Canada)	Portuguese (Brazil)
French (France)	Portuguese (Portugal)
Greek	Spanish (Central/South America)
Hebrew	Spanish (Dom Rep/Puerto Rico)
Hindi	Spanish (Spain)
Hmong	Swedish
Italian	Tagalog
Japanese	Urdu

Data Reporting

Universal follows all **AAPOR Standards**, meets required Contact, Response, and Cooperation rates on mandated studies, and will provide:

- Temporary and Final Disposition Codes, including Eligible Non-Interview, Unknown Eligible Non-Interview, and Non-Eligible Codes
- Contact Rates (CON1, CON2, CON3)
- Response Rates (RR1, RR2, RR3, RR4, RR5 and RR6)
- Cooperation Rates (COOP1, COOP2, COOP3, COOP4)
- Refusal Rates (REF1, REF2, REF3)

Quality Control/Interviewer Management

Every interviewer activity tracked from date-of-hire through every study

- Hiring, training, attendance & payroll
- Shift Scheduling and Setup
- In-shift production management
- In-shift quality monitoring and validation process
- Real-time reporting on all call center activity

Data Management

As data collection experts for the public opinion sector, we understand heightened **fail-safe and security requirements**. Our IT systems meet or exceed our client's requirements.

- Multiple questionnaire programming options including CfMC, SPSS, Conformat, Sawtooth
- Data Processing
- Coding
- Data Delivery
- Secure online portals
- Custom reporting