



800-786-8000 1360 CLIFTON AVENUE #221 CLIFTON NJ 07012

WHO WE ARE:

SurveyUSA conducts custom, local opinion research for universities, non-profits, local and state governments, and small to medium-sized businesses, ad agencies, and public relations firms. Unlike other research firms whose focus is global, SurveyUSA's focus is local. We're right in your backyard.

Independent, apolitical and non-partisan, SurveyUSA conducts more opinion surveys of cities, counties, MSAs, DMAs, Congressional Districts, and states than any other research firm. Well-written, local, custom research is SurveyUSA's bread and butter.

OUR MISSION:

To respect research respondents while using innovation to keep the cost of excellent, projectable, scientific surveys as low as possible for our demanding clients, without sacrificing quality or integrity.

OUR HISTORY:

Early in the 1990s, SurveyUSA disrupted the opinion-research landscape by demonstrating that surveys did not need to take weeks to complete and did not need to cost a fortune. Before then, research was so expensive and took so long that few could afford it, and even those that could commissioned two or at most four surveys a year. Because surveys launched so infrequently, everyone in the organization worried that if they didn't throw in their five or six "must-have" questions, it might be six months till they got another chance. The result was a bloated questionnaire that took a respondent 40 minutes to wade through and took data analysts a month to parse.

SurveyUSA dismantled every one of these paradigms: our analysis of the opinion research landscape showed that a nimble outfit could carve a niche. Simplified questionnaires could be written and launched same-day. Technology could reduce the time needed for interviewing from weeks to days. Analyses could be written in an afternoon, because there wasn't 746 pages of 11 x 17 line-printer data to wade through. Best of all, no sooner had you received your results than you had learning, and armed with that learning, you could repeat the cycle. Research became iterative. And we're talking about 1993.

Today, 25+ years later, some of our competitors are newly discovering the advantages of being fleet of foot. They have seized upon the term "agile" to describe their approach.

But ocean liners cannot be turned into ski boats. A retrofit is not possible. Only water craft purpose-built to twist and maneuver in a blink can do so. Choose America's Neighborhood Pollster™ when time is of the essence.

YOUR LOCAL EXPERTS:

100% of SurveyUSA's focus is local. We conduct fresh, local, custom market research studies for local advertisers, local ad agencies, local PR firms, local governments, local non-profits, and local media. We are active in all 50 states, with unmatched local expertise surveying Nielsen DMAs, Arbitron ADIs, SMSAs, counties, cities, and zips. Nimble and crisp, SurveyUSA outperforms bloated competitors who use outdated approaches to solve problems that cry out for innovative solutions. When you want to test "creative" locally, understand your brand's positioning locally, segment your market locally, analyze your local competition, or substantiate a claim with fresh, local, custom primary research, turn to SurveyUSA, America's Neighborhood Pollster™. We help small clients think big.



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JUST THE RIGHT SIZE:

When your organization is at a crossroads, and it's time to reach out to a market research company, think about whether you want to speak to a visionary or a functionary.

If you want to speak to a functionary, Google the list of the world's 50 largest market research firms and try to make contact with one. See what kind of a junior account executive you end up talking to. Ask how long they've been in their job; ask how long they've been at their company. Ask how long they've worked in market research.

At SurveyUSA, when new clients call, they reach a principal — someone who has been at SurveyUSA for more than 20 years. For sure, they reach someone who is nimble, crisp, and fast on their feet. For sure, they reach someone who was part of reinventing telephone research in 1993 and inventing internet research in 2010. For sure, they do not reach an order taker. They reach an expert in conducting local research.

SUCCESS STORIES:

SurveyUSA local research helps businesses, municipalities and media. Out of 40,000 successfully completed projects, there are many tales to tell. But among them:

- A client who has rolled out a new product in select grocery stores in three geographically diverse, tightly circumscribed areas shows SurveyUSA a map of exactly where the stores are located. The client describes an advertising campaign that is planned. SurveyUSA designs three separate pre-ad campaign studies and three separate post-ad campaign research instruments, and then tailors the field period so that the pre-campaign is in the field immediately before the advertising starts, and the post-campaign is in the field immediately after the campaign ends. Each geography is tiny — a handful of zip codes. But SurveyUSA is able to laser-target the hyper-local geographies and gather timely data for the client's evaluation.
- A local TV station may hire a new anchorman from another part of the country. Will that out-of-town anchor go over well in our client's viewing area? No need to guess: SurveyUSA is able to show a cross-section of viewers video of some of the anchor's work from his current place of employment. Viewers react. The sentiment is disproportionately negative. The client decides to test a 2nd anchor, and then a 3rd. Finally, the right match of personality and style is found and an offer is extended.
- A client has developed a new way to put an expiration date on a perishable product, which can be customized in remarkable ways, depending on the neighborhood that it is sold in. But what should the message say, exactly? SurveyUSA helps the client pre-test multiple geographically specific tags, each of which takes a different approach to letting the consumer know how far the perishable item has traveled to get to the specific retail outlet.
- A town of 7,000 is divided on whether to use tax dollars to replace grass at the town's one high school with artificial turf. Both those in favor and those opposed claim that a majority agree with them. A hyper-local place-blog that covers the town asks SurveyUSA to referee. SurveyUSA interviews residents likely to vote in a special election. Few residents are expected to vote. If turnout is heavy, maybe 1,700 votes will be cast, total. The challenges for a public pollster are enormous when the geography is this small. SurveyUSA predicts the measure will be defeated 4:1. The measure is defeated 4:1. Bullseye.
- A town of 19,000 is divided on whether to allow casino gambling. The town calls a referendum. No one knows how it will come out. SurveyUSA polls the town and finds 65% support for the casino. The referendum is held: 64% vote in favor of the casino. Bullseye.

Ready to have your own success story? Put America's Neighborhood Pollster™ to work for you.

SurveyUSA.com.