

What is *NationWise™ On-demand*?

NationWise™ On-demand is a survey service that allows you to obtain valuable insights quickly, economically, and on your own timeline.

***NationWise™* provides survey responses from 1,000 demographically – representative American consumers.**

What are the benefits?

Broad population reach, lower costs, and speed of data collection and processing.

With this survey, your costs are much lower than they would be for other custom research solutions...AND you get answers much more quickly.

What questions can be included?

You can use *NationWise™* to ask any type of question on any topic you want. For example:

- Messaging effectiveness
- Brand awareness and advertising recall
- Public opinion or consumer behavior
- Demographics or other characteristics of your target market

What are the deliverables?

We provide the responses to your questions analyzed by standard demographic subgroups, as well as a full demographic profile of respondents.

You receive output in Microsoft Excel and Word.

We can also provide customized subgroup breakouts, written data analysis and guidance in interpreting results. Additional fees will apply.

How is *NationWise™ On-demand* different from omnibus surveys?

Unlike omnibus surveys, *NationWise™* is:

- On-demand, meaning we field it when you need it
- Offered by a full-service market research consultancy – not a panel or “field-and-tab” company
- Priced lower and provides a larger sample than many omnibus services

How quickly can I get the results?

Generally, under 10 days.

For example, if you approve your questions by Monday at noon, we'll send you the tabulated responses no later than Thursday of the following week.

How much does it cost?

That depends on how many questions you ask. The more questions you ask, the better the value.

Pricing*			
4 questions (minimum)	5 to 7 questions	8 to 10 questions	11 to 15 questions
\$3,200 total	\$750 each	\$690 each	\$640 each

*Questions may be single or multi-choice with up to 10 response options, a rating scale with up to four (4) items rated, or an open-end. Open-ends can be coded and tabulated for an additional charge.

15 question maximum.

Special features such as images or complicated programming may result in additional charges.

Who is DRI?

Digital Research, Inc. (DRI) was founded in 1992 and is a leader in custom marketing research. We serve a wide range of public and private sector organizations, providing exceptional research and consulting services.

DRI combines large-company capability with the flexibility and service of a boutique firm. DRI maximizes the value of your research investment. We were founded on the principles of partnership, adaptability, innovation, and responsive service – all hallmarks of our culture today.

How do I get started?

If you have questions about *NationWise™ On-demand*, please contact:

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