



## What is NationWise™ *On-demand*?

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

NationWise™ provides survey responses from 1,200 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 the 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.

Not sure how to word your questions? We can help you hammer out the details.

## 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 may apply.

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

Unlike omnibus surveys, NationWise™ is:

- On-demand – we field it when you need it;
- Offered by a full-service market research consultancy – not just a panel or “field-and-tab” company;
- Priced lower and provides a larger sample size than many omnibus services; and
- Clear and exact in its pricing – you only pay for the number of questions you want to ask.



## How quickly can I get the results?

Generally, ten 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
\$2,200 Total	\$500 Each	\$450 Each	\$425 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) is a leader in custom marketing research. We serve a wide range of private-sector and public-sector organizations, providing exceptional research and consultation on a variety of issues.
- DRI combines large-company capability with the flexibility and service of a boutique firm, to add the value you demand from your research investment.
- DRI was founded in 1992 on the principles of partnership, adaptability, innovation, and responsive service – all of which remain hallmarks of our firm's culture today.

## How do I get started?

If you have questions about NationWise™ On-demand...or if you would like to discuss other market research solutions, please contact:

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