



Internet Research

The technology of the future



Why Consider INTERNET RESEARCH?

The primary reason to consider the Internet for marketing research is the quality of the data. Respondents take the survey at a time of their own choosing, when they can give it their full attention (in contrast to the "interruption" of the telephone or mall-intercept). Respondents see the questions and the answer choices (instead of only hearing them) and can reread them, if needed. Respondents can take as much time as they need to think about the answer to a question. Pictures, sounds and video can be integrated into the questionnaire.

Since Decision Analyst panelists

are paid for their time, Internet surveys can be longer and more detailed than phone surveys.

Concerns over the representativeness of Internet samples are diminishing as Internet penetration



grows. Currently, over 60% of adults in the U.S. and Canada have access to the Internet at home or work, and Internet

penetration is increasing rapidly around the globe.



Decision Analyst, Inc.

The global leader in Internet research systems

www.decisionanalyst.com

What Types Of Studies Are Possible?

Many types of studies can be conducted via the Internet:

- Advertising tracking studies
- Awareness, trial, and usage studies (ATUs)
- ConceptScreen™
- ConceptCheck™
- Conceptor™ new product concept testing
- CopyCheck® for early-stage creative
- CopyTest® for radio
- CopyTest® for print ads
- CopyTest® for TV storyboards
- CopyRecall™ for on-air commercials
- CopyTrack™ for advertising monitoring
- Customer satisfaction monitoring
- Employee satisfaction tracking
- Package graphics testing
- Optima™ product testing
- Market segmentation studies
- Promotion concept testing
- Brand name evaluation
- Strategic positioning studies

Logician™ Questionnaire Programming

Logician™ is our proprietary questionnaire programming software, created by Decision Analyst's programmers. Logician™ features:

- Algebraic logic
- Comprehensive Boolean skip and branching logic
- Hidden skip logic. Respondents never see any evidence of skips (i.e., the questions always flow in numerical sequence).
- Variable piping from the sample into the questionnaire, and from question to question.
- Random or systematic rotation of questions, blocks of questions, and answer choices.
- Control of questionnaire flow. Respondents can be blocked from backing up.
- Error trapping. If a respondent fails to answer a question or gives an incorrect response, an immediate error message appears.
- Forced answering. Respondents cannot skip over questions as they do in mail surveys.
- Sound, picture and video integration into the questionnaire.
- Different screen layouts, background colors, font types and size options.
- Multiple-response questions up to a limit (i.e., up to three answers or up to four answers, etc.).
- Verbatim capture of open-ended responses. Unaided questions are always asked as open-ended questions.
- Security. Respondents can be blocked from printing or saving ads, concepts, or questionnaires.



Real-time, Online Results

You can log in to our webserver with an assigned security code and actually see the answers to questions as respondents submit their results: real-time, online topline.



Capacity

Decision Analyst's Internet server — with eight gigabytes of data storage — is linked directly to the Internet via a 10 Mbps Ethernet connection to maximize speed. The system can run more than 100 surveys simultaneously, and can complete over 100,000 questionnaires per day.

Data Encryption

Decision Analyst's Internet server and all communications to and from the Internet server are totally encrypted at 40-bit security level.

Incoming survey data are stored in a redundant disk array system.

Every few hours all survey results are transferred to Decision Analyst's internal computers — safe behind a protective "firewall."



Online Help Desk

As surveys are posted on the Internet, "live"

support is provided via our online help desk to answer respondents' questions and to solve any problems they might encounter in completing the survey.

Panel Sampling

It is possible to create representative samples with Icion™ — our powerful multivariate sampling software. Samples can be balanced by geography, age, gender, ethnicity, income, and other variables.

How Often Do Panel Members Participate?

The maximum is two surveys per month, although this maximum is rarely achieved. The average panel household participates in three or four studies per year. Once a household participates in a study for a product category, then that household is blocked from similar studies for a minimum of six months.

What Do Internet Surveys Cost?

Typically, Internet surveys cost less than telephone studies. If you have a study you think might be appropriate for the Internet, please give us a call. We can provide a specific cost estimate for your survey.

American Consumer Opinion™ Online

Our global Internet panel has over 2.5 million consumers in the United States, Canada, Europe, Latin America, and Asia.

Technology Advisory Board™

A worldwide Internet panel of information technology and information systems professionals, engineers, scientists, and other technology professionals.

Physicians Advisory Council™

An Internet panel of physicians and surgeons from around the world, including both general practitioners and specialists.



Contractor Advisory Board™

An Internet panel of general contractors and subcontractors for all segments of the building and construction industry.

Executive Advisory Board™

Our worldwide panel of managers, directors and executives from all types of organizations, including major corporations, small businesses, governmental agencies, and other types of organizations.



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