



The SurveyU Community

Recruitment

The SurveyU community has been meticulously constructed within the United States and Canada. We recruit participants into our online panel on a campus by campus basis using poster campaigns, college newspaper ads and local networks. We obtain admissions data from each academic institution, enumerating student populations according to:

- Gender
- Undergraduate / Graduate
- Part Time / Full Time
- Major / Concentration
- Year of Study
- Race

This bottom-up methodology enables levels of accuracy and projectability on campus, state, regional and national levels that was previously impractical or impossible - either online or offline.

Interaction

Students join an active community that mirrors their technology preferences and rewards their participation.

Text messaging is used to alert students to survey opportunities, to virally recruit others and to conduct weekly FlashMob Surveys - an innovative, mobile web-based survey of college students.

Respondents are given UPoints for completing surveys. UPoints can be exchanged for valuable products:

- * \$5 Amazon Gift Certificate
- * \$10 Restaurant.com Coupon
- * \$15 iTunes Gift Card
- * \$25 PayPal Cash Transfer

In conjunction with our technology partners, students of survey methods are given the ability to create their own surveys and administer them to fellow students.



The SurveyU Platform

Serious Research

We have a state of the art survey research platform that is capable of managing any type of research project:

Qualitative: online discussions can be conducted in real time via online focus groups, enabling an immediate and in-depth understanding of college students

Quantitative: online surveys data can incorporate data piping, complex logic, skips, loops, lookup tables and more - give us your most challenging surveys and we'll program them within hours

Multimedia Stimuli: flash, video, audio images and text can be incorporated into qualitative and quantitative toolsets

Adaptive Conjoint: product configurations can be tested across multiple levels and features to help marketers and communicators optimize their offering to students

Go Mobile

Students are an inherently mobile , media-saturated population who insist interactions be brief and portable.

We use SMS messaging to alert students to surveys, resulting in instant feedback.

Additionally, mobile web surveys can engage students immediately.

Rather than pack a 30-minute survey onto a 2" mobile phone screen, our mobile web-based surveys are brief and to the point, allowing students to quickly make their contribution, then focus their attention on their next activity.

Drip Irrigation

Much like a traditional diary, we can utilize a data-collection technique called 'drip irrigation'. Questions are posed individually over a mobile web device and over time rather than in a single setting. These individual drops of data are connected after the fact to provide a continuous conversation.



College Student Omnibus

What is an Omnibus?

An omnibus survey is one where questions are pooled from a number of clients. Rather than having to purchase a complete survey in order to ask just a few questions, questions can be fielded alongside the questions of other clients within the same survey instrument. Clients have the flexibility to purchase a single question or as many questions as they would like.

The Survey Process

SurveyU omnibus surveys are administered online, allowing you to ask questions and get accurate, projectable results from 1,000 U.S. college students nationwide. Omnibus sample comes from the SurveyU panel and is stratified based on Region, College, Department (i.e. Arts, Sciences, Engineering, etc.) and student level (i.e. Freshman, Sophomore, Junior, Senior and Graduate). Results are weighted to college registration statistics to insure that accuracy is maintained.

The SurveyU panel represents new level of speed and accuracy, providing clients with accurate, projectable research data within 48 hours.

Omnibus surveys have full functionality: multi-media stimuli and innovative question types. We can handle complex skip patterns, randomization, scales, multi-punch, single-punch formats and more. You can ask open-end questions, too – however there may be an additional cost and timing.

Pricing & Deadlines

The cost of the first Omnibus question is \$2,000, with each additional question priced at \$1,000.

Omnibus surveys are conducted weekly. Omnibus questions are due by noon on Wednesday and data is provided by noon on Friday.

FlashMob Surveys

Coming in Q1 2007, we will be offering an SMS to WAP capability wherein omnibus questions are fielded via mobile web. Results are instantaneous and response rates are very high within this innovative format.