



CGC LAUNCHES A NEW ADHOC RESEARCH PROGRAM PROPRIETARY ONLINE SURVEYS (POS)

As you know CGC has published a series of newsletters over the years that focuses on factors that are important in determining which type of market research will serve your needs best and offering advice and information that will help you decide if, and what type of, market research will help maximize the success of your product or service.

Although we regularly conduct adhoc proprietary Internet research we've just launched a new and effective way for publishers to easily and inexpensively conduct one-shot Internet surveys. PROPRIETARY ONLINE SURVEYS (POS). There is a return on your market research investment through CGC Research.

PROPRIETARY ONLINE SURVEYS (POS) can be run at any time. Unlike OPRA, POS respondents are recruited for a single panel survey. POS surveys are designed to allow publishers to get immediate answers to questions that do not require longitudinal research.

Key Advantages of POS Online Surveys:

- Speed: Data are gathered and tabulated in as little as a week.
- Cost: POS Online Surveys average under \$1,000 through data tabulation.
- Control: Surveys may be administered to a closely targeted or broad sample and are owned by you.
- Flexibility: Interview local, national, or international populations at no additional cost.

CGC's survey software offers skipping within question sequence. Respondents won't have to answer irrelevant questions to help increase survey response rates. Automatic branching within question sequence to allow additional data retrieval from sample sub-groups. Multimedia elements, such as graphics, can be displayed within the survey questionnaire or linked to another Internet location. Animation, video and audio, can be included.

POS survey results are continuously monitored online on a real-time basis and delivered in tabulated format within 24 hours of survey completion.

POS ONLINE SURVEY APPLICATIONS

Applications for Print Magazines:

- Magazine Cover Testing
- Advertising & Editorial Layout Testing
- Pre/Post Ad Awareness Studies
- Merchandising Service for Advertisers

Applications for Online Publishing:

- Website Audience Profiles
- Sub-site Audience Segmenting & Analysis
- Advertising and Sponsorship Effectiveness Studies

Applications for Your Advertisers

- Ad Awareness Studies
- Product Development/Concept Testing
- Product Feature Testing

For more information regarding CGC Research, contact us at Info@cgcresearch.com