



*Searching for Answers  
Doesn't Have to be  
Complicated*

**VeraQuest can help when...**

- ✓ You need to make a business decision quickly, but there is a lack of relevant information on hand.
- ✓ You need a pulse on public opinion issues, such as: health-related topics, proposed legislation or celebrities.
- ✓ You would like to narrow down new ideas/concepts to a reasonable size for future testing.
- ✓ You need to better understand the behaviors, perceptions, and attitudes of your customers and prospects.

*In Marketing Research, it's not  
about the journey...  
it's about the destination*

**Searching for answers doesn't have to be complicated** and at VeraQuest it's not. We give you 1,500 completes from nationally representative respondents in just two days time, at a price that's affordable for even the tightest budgets.

Drawn from a representative sample of online respondents, we follow stringent quality control procedures and implement our proprietary weighting system to make sure the information we provide you is both valid and projectable to the U.S. general population.

**Professional support from beginning to end.** At VeraQuest we understand how important it is to have someone you can trust when you need to get information quickly, reliably and affordably. We provide total consultative support from the very beginning of the survey process to the very end, at the same price you might pay for a Do-It-Yourself service. Our goal is to make you look smart and we do that by staying engaged at every turn.

- ✓ Just as you would expect from a full-blown custom study, we start with your objectives. Understanding your company's research needs and how you plan to use the information helps us ensure that the results are actionable and that we are thinking about your business the right way.
- ✓ We help you determine which questions can best accomplish your goals. Our broad understanding of client issues coupled with years of survey-writing experience help us frame your research needs into the questions which will give you the best, most accurate information.
- ✓ We also work with you to produce data tables and reports that are easy to read and simple to understand.
- ✓ In those cases when data is for public release, we will review the release with you to ensure that it accurately reflects the data and is free from ambiguity that might prove problematic for you or your company.

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