

HOW DO WE ENSURE YOU RECEIVE THE BENEFITS???

Cascade Survey Research believes that our business success is the result of quality communication as a team between the innovative and motivated Client and Cascade Survey Research personnel. As a result we provide our Clients with the high quality survey data required to address their challenging business situations.

To achieve our mission of delivering Client satisfaction, Cascade Survey Research employs a four phase process methodology:

Phase One

Cascade Survey Research, personnel work directly with the Client to:

- o Identify study topics and develop survey questions that address the project objective;
- o Refine and pre-test survey questions to achieve the target quantity and proper demographic sample;
- o Develop the *SurveyStation* exhibit placement plan; and,
- o Establish the final data report format so results will be ready for immediate analysis and use.



Phase Two

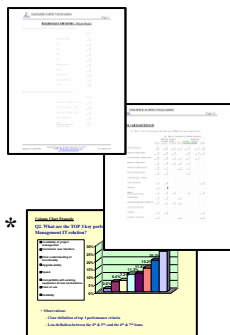
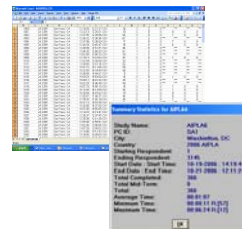
Cascade Survey Research programs, transports, and installs the *SurveyStation* equipment, as well as conducts the survey with personnel on site.

- o History indicates 95% of respondents asked to take the interactive touchscreen survey do participate.

Phase Three

Cascade Survey Research downloads and collates the data on site and handles all equipment removal from the exhibit.

- o *SurveyStation* data is immediately forwarded electronically to company personnel for statistical calculation & tabulation, and report development and publication.



Phase Four

Cascade Survey Research will email to the Client the final data report within five (5) business days of the event's close.

- o Standard report publishes Demographic and Field results in tabular and cross-tabular formats,
- o The file of the complete set of raw responses is provided for reference.
- o A *graphic Executive Summary Report* format is available for a nominal fee.*