

## **RESEARCH SPECIFICATIONS**

### **EXPECTED STATISTICAL ACCURACY:**

Accurate within + or – 5% per project

### **DEMOGRAPHIC SELECTION PROCESS:**

Forced Probability

Respondents are selected and qualified by Cascade Survey Research and Client personnel from criteria developed by Joint Survey Team. Respondents are NOT randomly selected from the meeting population with the hope they will match the desired sample.

### **POLLING LOCATION:**

*SurveyStations* to be located in the Client's exhibit booth, entrance to exhibition area, or other locations mutually agreed to by Cascade Survey Research and the Client.



### **PROJECT SERVICES:**

- Consultation on questionnaire development to address survey goals and objectives.
- Up to Four (4) *SurveyStation* units for installation at the event venue.
- Questionnaire and logic programmed and loaded into *SurveyStation* computers and system set-up at exhibit prior to opening of the event.
- Cascade Survey Research “screen manager” present at the Client’s exhibit to work the flow of respondents to the screens and accomplish survey.
- Survey results compiled and provided to the Client in:
  - ❑ Tabular and cross-tabular formats of field questions and demographic data
  - ❑ A final report to be available by e-mail within five (5) business days of the close of the event; or,
  - ❑ *Optional* hard copy report – available for a nominal fee. Hard copy report includes color graphs, and will be provided in 14 working days from the end of the event.