

What is the NationWise™ Omnibus Survey?

NationWise™ is a service that allows organizations of all types to obtain valuable insights swiftly and economically by adding their questions to a regularly-scheduled online survey. Every two weeks, NationWise™ provides survey responses from 1,500 demographically-representative U.S. adults.

What are the benefits?

Omnibus surveys have several benefits – broad audience reach, frequency in data collection, lower costs, and quick turnaround for data collection and processing.

Because your questions are asked in our regularly-scheduled survey, your costs are much lower than they would be for other custom research solutions...AND you get the answers much more quickly.



What questions can be included?

You can use NationWise™ to ask any type of question you want for any purpose. You can:

- Test new product ideas and communications.
- Test brand awareness and advertising recall.
- Obtain a snapshot of public opinion or consumer behavior and examine how it is changing over time.
- Learn more about your target market.

Not sure how to word your questions? Give us a call and we can help you hammer out the details.

What are the deliverables?

We provide the responses to your questions broken out by standard demographic subgroups, as well as a full demographic profile of respondents. You receive output in Microsoft Excel and Word.

For an additional fee, we can also provide:

- Customized subgroup breakouts.
- Written data analysis, and guidance in interpreting results.

How is NationWise™ different from other omnibus surveys?

Unlike other omnibus surveys, NationWise™:

- Is offered by a full-service market research consultancy – not just a panel or “field-and-tab” company.
- Is priced lower and provides more respondents per wave than most other similar surveys.
- Has precise pricing – you only pay for the exact number of questions you want to ask.

What is the schedule?

NationWise™ runs every other week.

Send us your question(s) by Monday at noon, and we'll send you the tabulated responses no later than Wednesday of the following week.

2017 Schedule, week beginning:

January 9	April 3	July 10	October 2
January 23	April 17	July 24	October 16
February 6	May 1	August 7	October 30
February 20	May 15	August 21	November 13
March 6	May 29	September 4	November 27
March 20	June 12	September 18	December 11
	June 26		December 22

How much does it cost?

That depends on how many questions you have and how often you'd like to ask them. The more you ask, the less each question costs. A standard question* starts at just \$450.

Subscribing to more waves will generate more responses, and increase the power of your research.

*A standard question is defined as one of the following: single or multi-choice with up to 10 items, a rating scale with up to 4 items rated, or an open-end.

	Cost Per Question		
	1 to 2	3 to 6	7 to 10
1 wave	\$450	\$400	\$370
4 waves	\$440	\$390	\$360
12 waves	\$430	\$380	\$350
26 waves	\$420	\$370	\$340

Who is DRI?

- Digital Research, Inc. is a leader in custom marketing research. We serve a wide range of private-sector and public-sector organizations, providing exceptional research and consultation on a variety of issues.
- DRI combines large-company capability with the flexibility and service of a boutique firm, to add the value you demand from your research investment.
- DRI was founded in 1992 on the principles of partnership, adaptability, innovation, and responsive service – all of which remain hallmarks of our firm's culture today.

How do I get started?

If you have questions about NationWise™ or would like to discuss other market research opportunities, please contact:

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